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Veterinary oncology market is profiled in new report from Brakke Consulting

(September 15, 2017) A new study from Brakke Consulting offers a look into the #1 killer of dogs and cats: cancer.

"Oncology is one of the highest interest areas in veterinary medicine today," said Lynn Fondon DVM, a senior consultant at Brakke Consulting. "In the past decade, the US has gone from zero cancer therapies approved for veterinary use to a more than a half-dozen, with dozens more in development."

The study, *Cancer in Dogs and Cats*, provides information on the incidence of cancer in pets, examines how cancer is diagnosed and treated in veterinary medicine, and offers estimated costs for treatment. The report reviews the FDA-approved cancer treatments that are now on the market; new and developing veterinary cancer products, including therapies, diagnostics, and supportive care, are also presented in the report. The report estimates the current sales of veterinary-approved cancer therapies, as well as providing estimates of the total number of pets treated with chemotherapy or immunotherapy.

"We surveyed both veterinarians and pet owners for this study, and we found that despite costs that can reach thousands of dollars, many dog and cat owners are willing to pursue treatment when their pets are diagnosed with cancer," comments Dr. Fondon.

The report - the fourth edition of a study first fielded in 2002, and subsequently updated in 2009 and 2014 - gathered information from a wide variety of sources, including published literature, specialist interviews, and a survey of over 350 small animal veterinarians and 500 pet owners.

Cancer in Dogs and Cats is available from Brakke Consulting for \$7,500. For more information, interested companies can visit the Brakke Consulting website at www.BrakkeConsulting.com.

About Brakke Consulting

For 30 years, Brakke Consulting has offered comprehensive solutions for the animal health industry, including market research, new business development, product evaluation, and distribution strategies. The company is known for its syndicated market studies, providing strategic, timely information for the industry.

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