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Brakke Consulting and Trone Brand Energy Publish Pet Pharmaceutical Market Study

The Shift in Pet Owner Buying Behavior has Already Begun

DALLAS, APRIL 8, 2015—[Brakke Consulting, Inc.](#) and [Trone Brand Energy](#) today announced the publication of a new report documenting the changes in the pharmaceutical buying behavior of pet owners. The comprehensive Pet Pharmaceutical Market Study includes quantitative surveys of U.S. pet owners, companion animal veterinarians, and pharmacists. The study also contains qualitative interviews with key industry stakeholders, together giving a predictable picture of the future.

Among the key findings, the study identified:

- Which segments of pet owners have already modified their buying behavior for pet pharmaceuticals
- How many pet owners plan to change in the future
- What pet owners expect from their veterinarian
- The implications of veterinarians resisting those pet owner expectations

“Changes to the pet pharmaceutical marketplace will present opportunities and challenges to virtually all segments of the companion animal health industry,” said Ron Brakke, president of Brakke Consulting. “Addressing the challenges now will allow the industry to capitalize on the opportunities, not become victims of the change.”

“We were able to identify the early movers of the new pharmaceutical distribution model and the important position they occupy in the veterinary-client relationship,” said Doug Barton, president of Trone Brand Energy. “The coming changes will definitely impact veterinary practices, as well as impact pharmaceutical companies and retail channels. How industry and veterinarians react in the near term will determine how much the shift will impact them. The good news is the study identified positive changes that can be made now that will be a win-win for all parties.”

Companies wishing to purchase, or find out more about the completed study, can contact:

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About Brakke Consulting

For 29 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. Learn more about the company at brakkeconsulting.com.

About Trone Brand Energy

Trone Brand Energy of High Point, NC is one of the largest independent brand communication agencies in the Southeast and has been in business for 33 years. The agency's dedicated pet practice is renowned for strategic brand communications and creative based on deep analytical insights and they leverage these insights to create deeper brand connections through all media channels. Learn more about the agency at TroneBrandEnergy.com.

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