



THE VOICE  
OF THE ANIMAL  
MEDICINES INDUSTRY

# Annual report 2025

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# Message from the Director General and President

As Director General and President of AnimalhealthEurope we start our annual report with a hearty word of thanks to our secretariat for all their hard work and dedication throughout an extremely busy year. We invite you to browse through our annual report to find out what 2025 had in store for us, and to read more about our activities to raise awareness on why animal health matters.

## Meeting the new Commissioners in charge of our dossiers

With the new European Commission taking up its seat at the end of 2024, the AnimalhealthEurope officers and secretariat benefited from several occasions to meet with the newly appointed Commissioner for Health and Animal Welfare, in particular to discuss the worrying upwards trend in animal disease outbreaks. The team also met with the cabinet members of the Commissioners for Agriculture and Food, and Prosperity and Industrial Strategy, to discuss some of the challenges to animal health that may emerge from horizontal legislation on environmental issues and chemicals.

## A strengthened association

2025 saw us review our strategic direction to strengthen our focus and drive to ensure a competitive business environment for manufacturers of animal health products in Europe. We were also pleased to physically strengthen our association with two new member companies, the UK-headquartered Dechra, and the US-headquartered Phibro. Our now 14 member companies and 16 national associations are united in supporting innovation and excellence in animal health to support our vision for **Healthy animals across Europe**.



A handwritten signature in black ink that reads "Roxane Feller".

**Roxane Feller**  
Director General



A handwritten signature in black ink that reads "Rob Kelly".

**Rob Kelly**  
President

## One health, sustainability and innovation, underlined by competitiveness

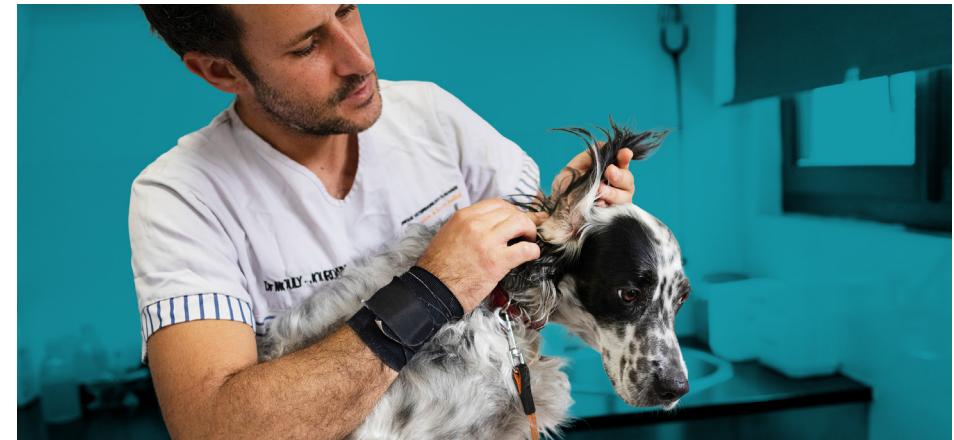
Throughout the year our secretariat worked hard to foster enhanced competitiveness of the sector, jumping on the simplification omnibus to highlight key areas for our regulators and EU decision-makers to reduce administrative burden. We also had the pleasure to speak at a number of events this year on our priority focus areas – One health, sustainability, and innovation – as well as disease prevention, and the potential for big data use in the animal health space.

## Year four of the new EU rules on veterinary medicines

We have greatly appreciated the many exchanges we have had throughout the year with the European Commission's DG SANTE and the European Medicines Agency's CVMP on the continued implementation progress of the 2019 EU Regulations on Veterinary Medicines and Medicated Feed, in particular the first-ever stakeholder exchange with DG SANTE in October. We also very much welcome the end-of-year meeting with the Executive Director of the EMA to share our concerns about upcoming EU chemicals legislation which may jeopardise the continued availability of veterinary medicines in Europe.

## A good year for cats and dogs

In a historic move for pet health and welfare in the EU, we were pleased to witness the landmark agreement between the European Parliament and Council in setting EU-wide rules to protect cats and dogs. This first-of-its-kind Regulation for cats and dogs helps to ensure stronger safeguards for breeding and selling, encourages preventive healthcare, and mandatory microchipping for improved traceability. Not only will this ensure a better life for our pets, but it is a major step towards ending the illegal pet trade into the EU.



## Stakeholders united for preventing animal disease

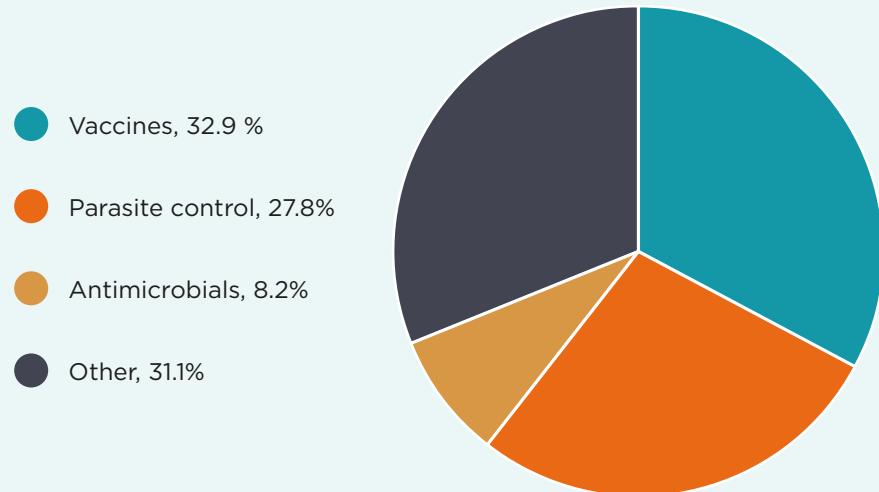
The animal health sector came together with veterinarians, farmers, the feed sector, the livestock traders, and other food value chain partners in a joint call to make animal disease prevention a strategic investment for Europe. The call is both timely, given the relentless animal disease outbreaks, and pertinent, as it aligns with recommendations from the European Parliament, the Council, and the World Organisation for Animal Health, who have all called for urgent changes to current animal disease control practices.

## A final thanks to our network of contacts

We would not have accomplished half of the work we did without the support of our member companies, associations and various experts we work with on a daily basis. Thanks also go to our partners in the *Brussels Bubble*, the regulatory authorities and the EU decision-makers who have kindly taken part in our events, invited us to speak at important events, and had a listening ear during the year for exchanges on animal health related matters.

# Key figures 2025

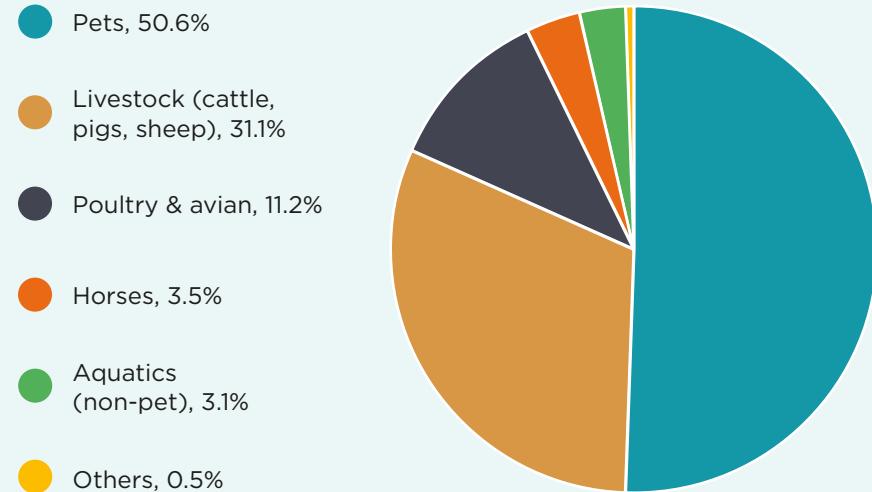
## Sales by product category in Europe



**Countries covered include** AT, BE, BG, BY, CH, CZ, DE, DK, ES, FI, FR, GR, HU, HR, IE, IL, IT, NL, NO, PL, PT, RO, RU, RS, SE, SI, SK., TR, UA, UK

**Source:** 9 AnimalhealthEurope and CEESA member companies. 20% added for non-participating companies. CEESA stands for Executive Animal Health Study Centre  
[www.ceesa.eu](http://www.ceesa.eu)

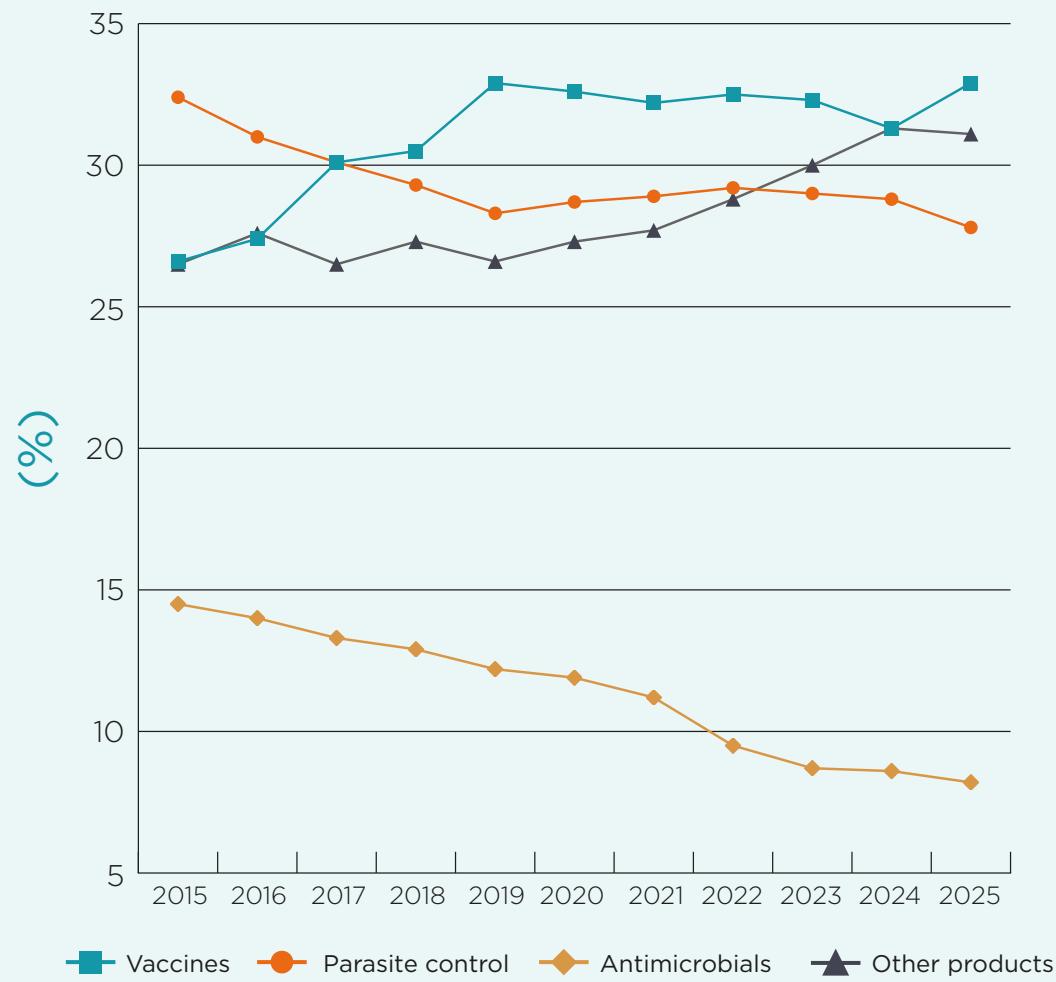
## Sales by animal species



**Countries covered include** AT, BE, BG, BY, CH, CZ, DE, DK, ES, FI, FR, GR, HU, HR, IE, IL, IT, NL, NO, PL, PT, RO, RU, RS, SE, SI, SK., TR, UA, UK

**Source:** 9 AnimalhealthEurope and CEESA member companies. 20% added for non-participating companies. CEESA stands for Executive Animal Health Study Centre  
[www.ceesa.eu](http://www.ceesa.eu)

## Sales per product category in Europe (%) (2015–2025)



# Total European sales for 2025: €9.6 Billion



# Europe can't afford to treat animal health as an afterthought

One central message about animal health is becoming increasingly clear: **disease prevention is not a cost, but an investment.**

Recent outbreaks of animal diseases have exposed vulnerabilities in Europe's livestock systems, with significant economic and social consequences. This sends a clear signal for closer integration between agricultural policy and animal health strategies at both EU and national levels.

Animal health is a cornerstone of sustainable agriculture, food security, public health, and rural prosperity. Over recent years, and more so in the past few years transboundary and emerging animal diseases have increased in frequency and impact, posing serious risks not only to animals themselves but also to Europe's food systems, farming communities, loss of genetics, rare breeds and society at large. Investing strategically in animal health is therefore not optional – it is essential.

## Less money, but more disease outbreaks...

Although the EU has taken important steps through the Animal Health Law (EU Regulation 2016/429) in providing a robust legal framework for managing transmissible animal diseases, it's clear that legislation alone cannot shield Europe from the economic and social impacts of disease outbreaks.

Preventing disease is now widely recognised as more effective and more cost-efficient than treating it after it occurs. But effective preparedness, prevention, response, and recovery require strong and

predictable financial mechanisms. Dwindling EU and national budgets, and a tightly squeezed budget for the Common Agricultural Policy don't leave much room for additional funding requests.

An ambitious CAP budget is essential. Preventive animal health measures could be integrated into CAP instruments that go beyond pure agricultural production, such as the future protective practices, farm stewardship and agri-environmental and climate actions, similar to existing eco-schemes or second pillar measures. Additionally, when farmers choose to invest in better animal health, such investments should logically be compensated through public funding. Funding should also be made available for vaccination programmes, when and where vaccines are available for the diseases affecting a given region or Member State.

Beyond prevention, Europe must also strengthen its capacity to respond to and recover from animal disease outbreaks. This includes increasing the budget of the Agricultural Reserve Fund, improving EU-wide preparedness through additional antigen, vaccine, and diagnostic reagent banks as foreseen in the Animal Health Law, and ensuring that response and recovery measures are applied consistently across all Member States.

Despite the existing public funding mechanisms, money is scarce, so there is also a strong case for a dedicated, harmonised EU Public-Private funding mechanism for the prevention and management of animal diseases, as already envisaged in the former EU Animal Health Strategy 2007–2013. Such an initiative would go a long way to help future-proof Europe against growing animal disease risks.

***"An ambitious CAP budget is essential."***

## Recognising the wide-ranging impacts of animal disease is essential

Animal diseases with high morbidity or mortality have immediate and devastating effects on livestock, but their consequences extend far beyond the farm gate. Disease outbreaks threaten the availability and affordability of food and undermine the socio-economic future of farming communities.

An often-unrecognised impact of such outbreaks is the devastating effect on farmers' mental health. Studies have shown that the tasks associated with disease management, such as quarantining, deciding which animals to cull, disposing of the dead livestock, etc. not only takes considerable time and money, but can be extremely stressful and cause a strain on relationships. This is why the EU needs to take a prevention-first approach, and why legislation needs to be backed by investment.

## Multiple policy benefits

Investing in animal health delivers benefits across several key EU policy objectives:

- **Environmental protection and climate action:** Preventing animal disease reduces animal mortality and improves productivity, ensuring that food is not lost and wasted at the farm level. It also ensures that resources and inputs invested are not wasted, and that emissions produced by livestock production are not generated for no output.
- **Animal health and welfare, and reduced antibiotic use:** Animal disease prevention is a core element of good health, and good health is a core component of animal welfare. Healthier animals will also have a reduced need for antibiotics to be used during their lifetime, helping to support the continued efficacy of these life-saving medicines.

- **Modernisation and innovation:** Digital monitoring tools and data-driven animal health management can support more efficient, modern, and resilient farming practices – a key aspect of the EU Vision for Agriculture and Food.
- **Farm competitiveness:** Animal disease reduces productivity and causes losses that are rarely fully compensated, such as the loss of valuable breeding stock and years of genetic progress. Disease prevention helps protect farm viability and long-term competitiveness, supporting a sector that is more resilient to shocks.

## Let's not forget the One Health factor

Crucially, many animal diseases also pose direct risks to human health. According to the World Organisation for Animal Health (WOAH), around 60% of existing human infectious diseases and approximately 75% of emerging infectious diseases are zoonotic in origin. Keeping animals healthy is therefore a fundamental component of protecting public health.



Investing in animal health is not just an investment in food security and the farming economy. It's an investment in public health, environmental sustainability, and Europe's rural communities. By prioritising prevention, ensuring adequate funding, and building a coherent EU-wide financial framework, Europe can better protect its animals, its farmers, and its citizens – today and in the decades to come.

# 2025 at a glance

28 January 2025

## Reviewing animal health policy for today's reality

Hosted by MEPs Sargiacomo, Cassart, and Kohler, we organised an event in the European Parliament looking at animal health policy, and the central role for vaccines.



ANIMAL HEALTH POLICY FOR TODAY'S REALITY, THE CENTRAL ROLE FOR VACCINES



28 JANUARY 2025, 9AM - 12PM  
EUROPEAN PARLIAMENT

renew europe.

S&D

epp

animalhealth europe

10 February 2025

## Speaking at Animal Health Nutrition & Technology Innovation Europe

Our Director General was invited to speak on a panel looking at how to navigate societal, political, and regulatory nuances in animal health.

26 February 2025

## Promoting the Antwerp Declaration

Our officers joined 400 business leaders to call for swift implementation of the Clean Industrial Deal.



04 March 2025

## Celebrating 20 years of EPRUMA

Together with MEPs Andriukaitis and do Nascimento Cabral, EPRUMA partners celebrated 20 years of promoting Responsible Use of medicines in animals.



12 March 2025

## Joining EU-JAMRAI 2

AnimalhealthEurope was pleased to share insights from the animal health side on implementing effective One Health policies to fight the rising threat of AMR.



20 March 2025

## Launching World Parasite Awareness Day

As co-founder, AnimalhealthEurope supported the launch of the first-ever World Parasite Awareness Day to raise awareness about the health risks parasites pose to pets and people.

31 March 2025

## Meeting Commissioner Varhelyi

AnimalhealthEurope met with the new Commissioner for Health and Animal Welfare to discuss harmonisation between EU and Member States to ensure better preparedness, prevention and response to animal disease outbreaks.



08 April 2025

## Promoting the new Veterinary medicines safety day

We joined the European Medicines Agency (EMA) and the European Veterinary Association (FVE) to promote the first-ever Veterinary Medicines Safety Day raising awareness on Pharmacovigilance.

20 April 2025

## World Animal Vaccination Day

Together with our veterinary partners we called for a more proactive EU approach to animal vaccination in the face of the latest disease outbreaks.



animalhealth europe  
FECAVA  
FVE



29 April 2025

## Meeting Cabinets of Commissioners Hansen and Séjourné

Our officers met with the Cabinets of the Executive Vice-President for Industrial Strategy and of the Agriculture Commissioner.

05 May 2025

## Speaking at One Health Conference in Poland

Organised by the Polish Presidency, we spoke alongside the human health sector at the meeting of the European Heads of Medicines Agencies on “One Health and Health Security - Shared Responsibility for a Better Future”.



15 June 2025

## Calling for dedicated veterinary medicines arrangement with UK

We joined NOAH UK to call on policymakers to prioritise a veterinary medicines agreement between the UK and EU.

18 June 2025

## Sharing our Vision for the Future of Agriculture and Food

We called for animal health and disease prevention to be included in the Vision for the Future of Agriculture and Food.



25 June 2025

## Celebrating 30 years of EMA

Our technical team attended the European Medicines Agency's 30th Anniversary Scientific Conference: Medicines, regulation and the future.

### PREVENTING DISEASE X

The value of investing in animal health

KEYNOTE SESSION  
Disease prevention & preparedness post-Covid



03 July 2025

## Preventing Disease X

With WOAH DG Emmanuelle Soubeyran as keynote speaker, our annual conference looked at strengthening preparedness for animal disease outbreaks and breaking the disease transmission chain.

24 June 2025

## Speaking at VetHealth Global 2025

Our Director General was invited to speak about Global Animal Protein Supply Chains: A Reality Check in a Time of Tariffs and Trade Turmoil.



04 July 2025

## Welcoming new company members

The UK-headquartered Dechra, and the US-headquartered Phibro joined the existing 12 companies and 16 associations as members of AnimalhealthEurope, strengthening our association.



22 September 2025

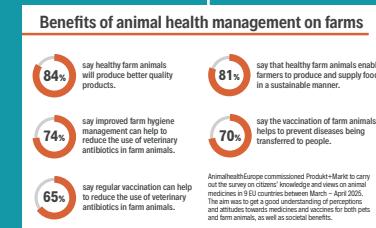
## Celebrating our Pets

Pet Alliance Europe shone a spotlight on assistance dogs and the advances in EU animal welfare legislation at the Annual #PetPower Night 2025.

03 October 2025

## Sharing our survey on awareness of veterinary medicines results

Survey respondents favour disease prevention, say veterinary medicines have positive impact on animal welfare.



08 October 2025

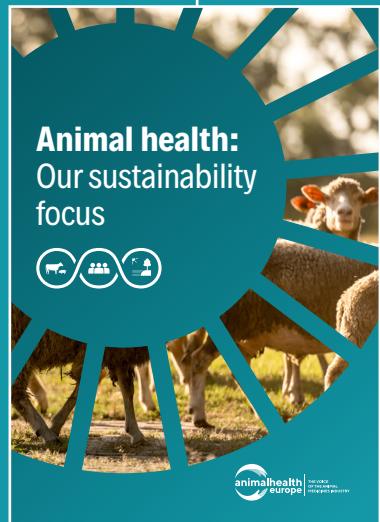
## Speaking at the Vet+I conference on AI

Our Public Affairs Manager spoke at the Vet+I Conference on the transformative role of AI in animal health.

15 October 2025

## Sharing Our Sustainability Focus

In a new report AnimalhealthEurope shares several examples of how members are embracing their responsibility for a sustainable future.



15 October 2025

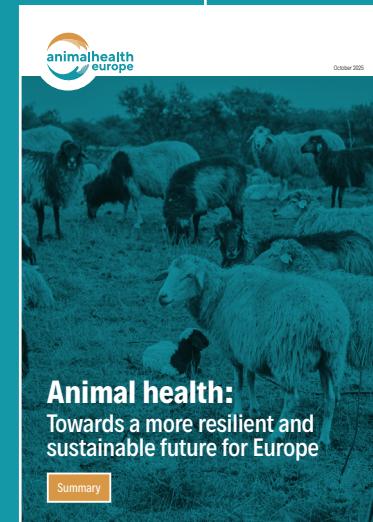
## Speaking at Animal Ag Tech

Our Director General and Technical Director spoke about Advancing 'Women's Leadership in Agriculture' and 'Livestock Health in a Changing Climate'.

16 October 2025

## Analysing sustainability benefits of disease prevention

Oxford Analytica made a quantitative analysis of sustainability-related benefits of strong animal health performance in Europe, examining associations between health, productivity and sustainability.



07 November 2025

## Launching the Global Cutest Pets Showdown

Together with AHI in the US and CAHI in Canada we started a global contest to pit the winners of our regional photo contest against each other.

10 November 2025

## Harmonising regulations via VICH

VICH was held in the USA this year and looked at harmonising technical requirements for veterinary product registrations around the globe.



10 November 2025

## Speaking at the EMA Veterinary Big Data Forum

We spoke about how AI can help with animal disease surveillance, early warnings and rapid response, etc.

24 November 2025

## Uniting stakeholders in call for disease prevention

Stakeholders in the animal value chain joined our call to make animal disease prevention a strategic investment for Europe.

### JOINT CALL:

MAKE ANIMAL DISEASE PREVENTION A STRATEGIC INVESTMENT FOR EUROPE



copa\*cogeca

DIAGNOSTICS FOR ANIMALS



27 November 2025

## Talking disease prevention in Strasbourg

AnimalhealthEurope members participated in the Sustainable Livestock Intergroup meeting in the Strasbourg Parliament with Montserrat Aroyo of WOAH, which looked at reducing impacts of animal disease in Europe.



19 December 2025

## Discussing chemicals regulations with EMA

Together with human health associations, we had the opportunity to share concerns about chemicals-related regulations with the head of the EMA.



11 December 2025

## Talking disease prevention at Livestock Workstream

Our Director General was invited to speak at the Livestock Workstream meeting dedicated to animal health and disease prevention.



## Members

AnimalhealthEurope's membership covers 90% of the European market for animal health products. Our membership includes both animal health companies and national associations, representing both innovators and generics alike, as well as large, medium-sized and small companies.

### Our corporate members



## Our national association members

Belgium



Czech Republic & Slovakia



Denmark, Finland, Iceland,  
Norway, Sweden

France



Germany



Greece



Hungary



Italy



Netherlands



Poland



Spain



Switzerland



Ukraine



Ireland



Portugal



United Kingdom



