|  |  |  |
| --- | --- | --- |
|

|  |
| --- |
| **﻿Vet Watch**®**Insight Report****Week 48 - December 2023** |

|  |
| --- |
|  |

  |

|  |  |
| --- | --- |
|

|  |
| --- |
| **VetWatch.com, the veterinary profession’s premier resource center for insight and information on the issues that matter most.**  |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| Key Findings: |

 |

|  |
| --- |
|   |

|  |  |
| --- | --- |
|

|  |
| --- |
| **Monthly** Hospital Client & Patient Trends﻿Revenue year to date through week ending **December 2, 2023**, is at +5.7% YTD net growth versus YTD 2022 for the ~3,000 reporting practices. Reported YTD revenue growth remains positive for all census divisions. For more detailed information on your specific geography, please go to [www.VetWatch.com](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsNSaKGSWmkezAl9hKDSDkBD_hxBmZwlJvy5txwrQRgLo8kYqKoRuK316keCaTdVxpZXoMLaDaHCCqEwTxGO-jDgMHKScf-lLrwGkitwTJFEeV34kBDsm14YCtDpxymReo5u2wMTSRnl2hc20Zfr5F30%3D%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396502966%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=JdkaWECISffKjZR9iJfAWhl0NiXLA56nwBXpABXSvJU%3D&reserved=0). |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |
| --- |
|  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| A graph of the company's revenue  Description automatically generated |

 |

|  |
| --- |
| A map of the united states with numbers  Description automatically generated |

 |

|  |
| --- |
| A graph of a number of people  Description automatically generated with medium confidence |

  |

|  |  |
| --- | --- |
|

|  |
| --- |
| A screenshot of a graph  Description automatically generated |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| A blue and green logo  Description automatically generated |

 |

|  |
| --- |
|   |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| A screenshot of a map  Description automatically generated |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| **Updated and Expanded VetWatch website launched!**Be sure to check out the new and improved VetWatch website. Year to Date Purchasing Trend growth across five categories now available at national, Census Division, state and zone geographies for YTD, MAT and Monthly by month for current and prior year. Hospital Client and Patient Trend growth across four metrics at those same geographies for YTD by month for current and prior year.*We implemented updated processing of all historical data and slightly revised sample - results will reflect these changes. We will be discontinuing the Hospital Client & Patient weekly MTD updates.* |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| **﻿Monthly** Hospital Vaccines, Supplies and Parasiticide Purchasing TrendsFor the month ending **October 31, 2023**, YTD reporting showed mostly positive results among the respective categories across the 32,000+ practices and shelter locations in the Animalytix Marketplace. For more detailed information on your specific geography, please go to [www.VetWatch.com](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsNSaKGSWmkezAl9hKDSDkBD_hxBmZwlJvy5txwrQRgLo8kYqKoRuK316keCaTdVxpZXoMLaDaHCCqEwTxGO-jDgMHKScf-lLrwGkitwTJFEeV34kBDsm14YCtDpxymReo5u2wMTSRnl2hc20Zfr5F30%3D%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396659185%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7tBT6LmQtWerZqMX5po6RR8nwbuCNW3fg%2B1cLNy2lF0%3D&reserved=0).Core & Lifestyle Canine & Feline Vaccine practice purchasing indices were at +2.7% growth YTD nationally for the month. Purchases of Surgical Suite consumables, which serve as a proxy for incidence of surgical procedures were at +2.2% growth YTD. Chronic Care products were +14.2% growth YTD. Growth in Kennel Cough vaccine purchases were at +4.3% YTD. Overall growth for Parasiticide purchases were at 0.5% growth YTD.   |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| A graph showing the number of vaccinations  Description automatically generated |

 |

|  |
| --- |
| A map of the united states  Description automatically generated |

 |

|  |
| --- |
| A graph showing the number of parasititudes  Description automatically generated |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |
| --- |
|   |

|  |  |
| --- | --- |
|

|  |
| --- |
| If you forward this to others they may subscribe to receive this directly by clicking on the button below. |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| [Subscribe to Newsletter](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsIkJmInSe_1tD8WWUoCLcLCeTiljg2aZHeyJaREQKE9TuQKvmnFhKDA6i0paLVC35J_KiVBf8kLSgwuXgdFl5Wi97OB7OvEfF6-SFgqp-XfT3Gi4Sb5XT-7odJHXtJFZogVXVRZa0ngTFv4X6fRPpKuK8hCOeCJCqEk1XVMm9CeOt8NOhwaTLoe0K7uMWApO1ezLjdfyNQwS71QW3yrir7oh9HZGQ3_Y1KgB3in7fJyBV4I7ipDH9Skf6bU9YB8tqQ%3D%3D%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396659185%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ViHQ2s3lSvWP0KOQL%2FjNiZOJ%2FOWRahVNgK4w%2FRD%2BneM%3D&reserved=0)  |

 |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| **Monthly** [**Commenta**](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsCfDKjWAO5Q8DbRQtQoRHhQFz3znodvsELCG0IufIuWx0x-HooTYCQpKf1sxsseDhs-W6RxsblOu0aRsXp-4FPLlnpuvXTF9ZZ64KBFgGMtx%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396659185%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Es4fSZN%2FGniBGnNXGbqQzcKYH88d6smmQi3R%2BvohecQ%3D&reserved=0)[**ry LINK**](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsCfDKjWAO5Q8DbRQtQoRHhQFz3znodvsELCG0IufIuWx0x-HooTYCQpKf1sxsseDhs-W6RxsblOu0aRsXp-4FPLlnpuvXTF9ZZ64KBFgGMtx%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396815468%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=un39jfLgSRQtS7sT%2FLdCUGGgKYz7jR0bzsjveN0LCZc%3D&reserved=0)Please go to the link above to view and/or download the most recent full commentary \*.pdf file for the month YTD. Updated after month end.Visit [**www.vetwatch.com**](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fr20.rs6.net%2Ftn.jsp%3Ff%3D001hoIucgWSwi2az79j0QeoQ0oPfwzzvs_uWgZGFb68XY24tKaXiemmsCfDKjWAO5Q8jNmSh5_n8B7-WM0Q8-3-H8soT9X22SIdqvcMlONd4x2MTf_A3JdsmrvIhDzhOTbO3ODZhX7-GdZZWkwPt5tDjQ%3D%3D%26c%3DglyHKySmr7VxrPeKRGe80OsJYhMXAvHIWJv6h3GySqmA7nvW6-b9vg%3D%3D%26ch%3DYRO0h813bN1CbYUrqmgkgu5-ymMHSact-FM0tTZsBf977xNF2QDb8Q%3D%3D&data=05%7C01%7C%7Cca66d0a8f2fc44340c2808dbf59ebe80%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C638373834396815468%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=y3GsRjhf%2B1fv20IsXG4CHsBjOOLZwNk3jyX6IogmJKQ%3D&reserved=0) to access: |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| A close-up of a person's hand  Description automatically generated |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| The weekly updates for the VetWatch® site are brought to you by our partners and sponsors: |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| A group of logos with text  Description automatically generated |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |  |  |
| --- | --- | --- | --- |
|

|  |
| --- |
| Regards,Tim WittAnimalytix | Assoc. Director of Commercial OperationsCell: 314-498-3036tim.witt@animalytix.com |

 |

|  |
| --- |
| A logo with blue and green text  Description automatically generated |

 |

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
| A black background with a black square  Description automatically generated with medium confidence |

 |

 |

|  |  |
| --- | --- |
|

|  |
| --- |
| **Animalytix** | <https://www.animalytix.com/> |

 |