




TOP 10 TRENDS IN 2022


for veterinary practices

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1. Tech domination
Continued growth of technology from telemedicine to AI data analysis
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2. Client acquisition is still key
Majority of practices still demanding growth, despite pandemic-fuelled surge
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3. Digital correspondence set to be a mainstay
UK staff are sending 55% more emails than before the pandemic
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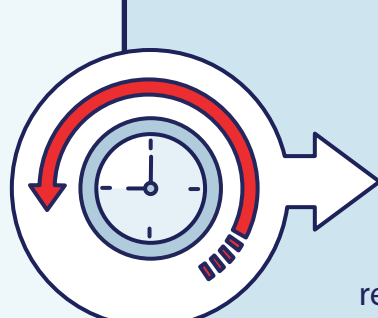
4. Clients are spending more
The pet ownership boom ushers an increase in wellness spending
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5. Wellness plans for consumers
In the US alone, pet wellness has grown to an estimated \$50billion market
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6. Clinic prices remain stable
60% - 80% of global clinics are sticking with last year's prices
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7. Professional development still expected
Industry leaders recognising a need to support the development of soft skills
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8. Employee wellbeing is more important than ever
VetLife saw a 25% increase in helpline calls in 2020
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10. Clinics in major economies expand to meet demand
30% - 50% of clinics in developed economies are hiring
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9. Future aspirations are evolving
27% of staff considering reducing hours or exploring locum work



*Source for statistics: Covid-19 Global Pandemic impact on the veterinary industry, CM research Ltd, January, 2021

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Read more about the top trends for 2022 in our blog [here](#)