TOP 10 TRENDS IN 2022 for veterinary practices

1. Tech domination
   Continued growth of technology from telemedicine to AI data analysis

2. Client acquisition is still key
   Majority of practices still demanding growth, despite pandemic-fuelled surge

3. Digital correspondence set to be a mainstay
   UK staff are sending 15% more emails than before the pandemic

4. Clients are spending more
   The pet ownership boom ushers an increase in wellness spending

5. Wellness plans for consumers
   In the Clinic pet wellness has grown to an estimated R50billion market

6. Clinic prices remain stable
   50% - 60% of global clinics are sticking with last year’s prices

7. Professional development still expected
   Industry leaders recognising a need to support the development of soft skills

8. Employee wellbeing is more important than ever
   VetLife saw a 25% increase in helpline calls in 2020

9. Future aspirations are evolving
   27% of staff considering reducing hours or exploring locum work

10. Clinics in major economies expand to meet demand
    30% - 50% of clinics in developed economies are hiring

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

Read more about the top trends for 2022 in our blog here