

# 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 55% 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 US alone, pet wellness has grown to an estimated \$50billion market

**6.**

### Clinic prices remain stable

60% - 80% of global clinics are sticking with last year's prices



**7.**

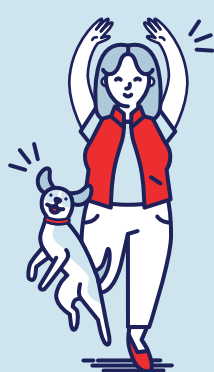
### Professional development still expected

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



**10.**

### Clinics in major economies expand to meet demand

30% - 50% of clinics in developed economies are hiring



**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

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