

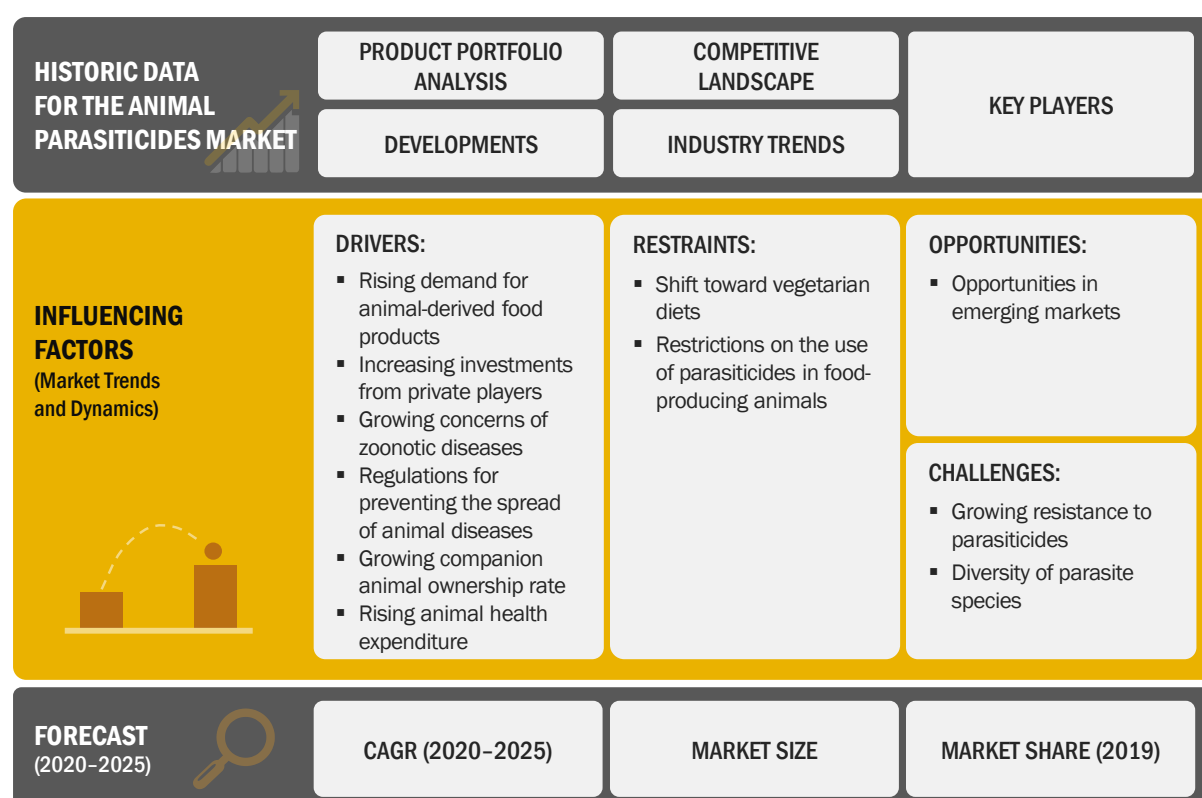
## 2 RESEARCH METHODOLOGY

### 2.1 RESEARCH APPROACH

The report presents a detailed assessment of the animal parasiticides market, along with qualitative inputs and insights from MarketsandMarkets. This research study involved the extensive use of both primary and secondary sources. Various factors affecting the industry were studied to identify the segmentation types; industry trends; key players; competitive landscape of different animal parasiticides provided by separate market players; key market dynamics; and key player strategies.

The following illustrative figure shows the market research methodology applied in making this report on the animal parasiticides market.

**FIGURE 2 RESEARCH DESIGN**



#### 2.1.1 SECONDARY DATA

This research study involved the usage of widespread secondary sources; directories; databases such as Bloomberg Business, Factiva, and Dun & Bradstreet; white papers; annual reports; company house documents; investor presentations; and SEC filings of companies. Secondary research was used to identify and collect information useful for the extensive, technical, market-oriented, and commercial study of the animal parasiticides market. It was also used to obtain important information about key players, market classification and segmentation according to industry trends to the bottom-most level, and key developments related to market and technology perspectives. A database of the key industry leaders was also prepared using secondary research.