

Study Reveals Challenges and Unmet Needs for Pet Owners in Treating Canine Allergic Skin Disease

Vet and Pet Owner Perspectives on Canine Pruritis: A Global Survey

A recent global survey conducted in 11 countries on canine allergic skin disease treatment revealed key insights on how pet owners in the U.S. manage and treat their dog's allergic skin condition and their satisfaction with current treatments.

The data revealed that pet owners and veterinarians in the U.S. are both looking for a more effective treatment option to improve quality of life for their pets and patients.

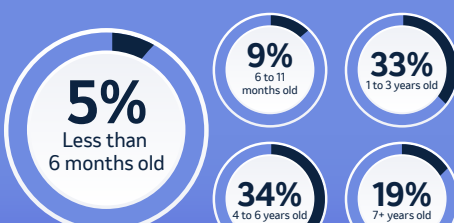
Canine Allergic Skin Disease Is Common in Dogs of All Ages

About one in three canine patients seen by U.S. veterinarians have itchy skin or allergic skin disease.

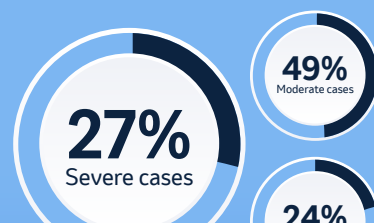
DIAGNOSIS:



AGE:



SEVERITY:



86%

who have taken their dog with scratchy/itchy skin to the vet have discussed their dog's itch with their vet.

61%

of those dog owners specifically made appointments with their veterinarian to discuss their pet's itchy skin.

Findings suggest that **U.S. dog owners feel burdened** by the management of canine allergic skin disease.



34% report a notable negative impact on **their own** quality of life.



43% report a notable negative impact on **their dog's** quality of life.

U.S. Dog Owners Want a Product That Is Effective, Safe and Targeted



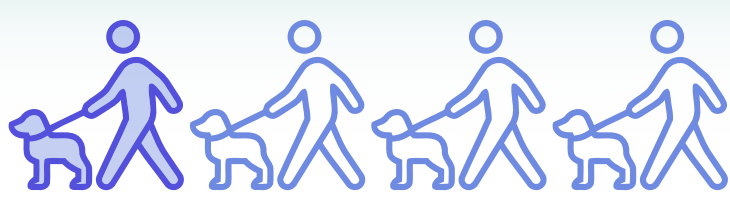
When asked to select the features they felt are **most important in a treatment for their itchy dog**, U.S. dog owners indicated three features in the highest tier of importance:

- Effective for itch
- Safety profile
- Targeted for itch

Despite listing safety and **efficacy as a feature of most importance**, U.S. dog owner usage of antihistamines and corticosteroids remains high.

In dogs, **antihistamines** can cause drowsiness or hyperactivity, long-term or **high-dose corticosteroids** can lead to serious issues like immune suppression, vomiting, diarrhea, and Cushing's disease.

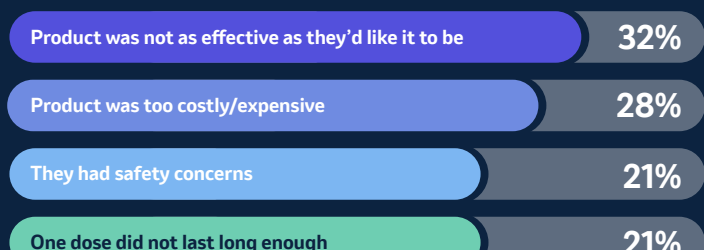
In the last year, U.S. dog owners reported having used:



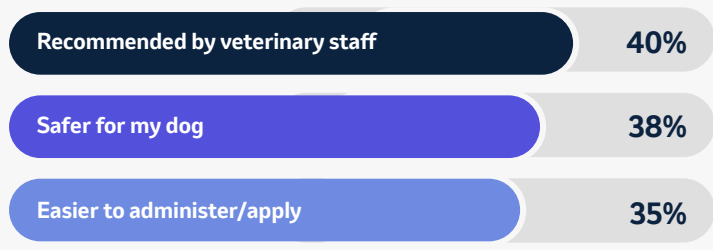
More than 1/4 of U.S. dog owners are less than fully satisfied with their current treatment options.

About 1 in 3 of U.S. Dog Owners Switched Treatments Within The Last Year

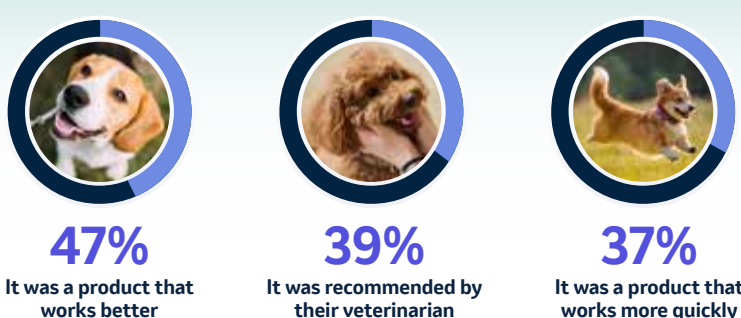
Of the 28% of U.S. dog owners who switched treatments, their top reasons for stopping use of an antipruritic treatment included:



For U.S. dog owners who switched treatments in the last year, the top reasons to start using a new product included:



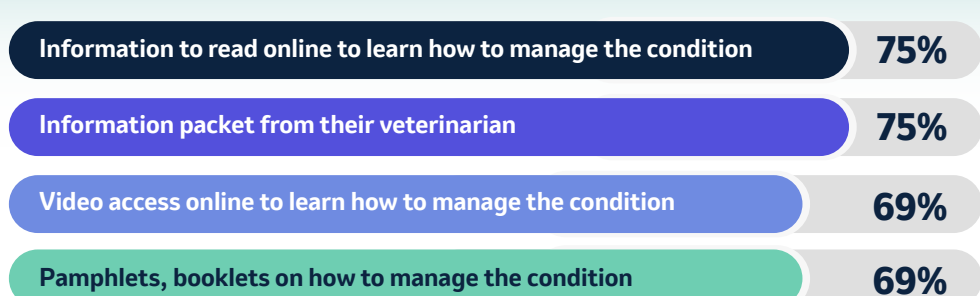
U.S. dog owners who had not switched treatments in the last year said they would be motivated to do so if:



When asked what would be helpful to better manage their dog's allergic skin disease, **more than 80% of U.S. dog owners** preferred some kind of treatment promotion or discount.

80%+

Other tools and resources that U.S. dog owners rated as **very helpful** in managing their dog's scratching or itchy skin include:



Discuss Canine Allergic Skin Disease with Your Veterinarian

Because of the nature of allergic skin disease with its variance in severity and duration, **a treatment that works for one dog might not work for another**. Veterinarians and dog owners both want to find treatments that are effective and safe. Discussing challenges with compliance with your veterinarian can help you create a treatment plan that works for you and your pet.



For more information, visit <https://www.msd-animal-health.com/news-and-insights/featured-stories/itchsurvey>

Contact Information:
ahglobalmedia@msd.com



Survey Methodology:

This quantitative study collected data through an online survey administered by a professional market research organization, adhering to global market research guidelines and codes of conduct. The study captured data from a representative sample of 1,413 companion animal veterinarians across 11 countries: the US, Canada, Australia, Japan, Brazil, Mexico, UK, France, Germany, Spain, and Poland. Data was also captured among a representative sample of 1,710 dog owners across 8 countries: the US, Canada, Australia, Mexico, UK, France, Germany, and Spain.

Qualifying dog owner participants were 18+ years of age, owned 1-4 dogs and were primary/shared decision makers regarding their dog's healthcare. They had to own a dog that has exhibited or been treated for signs of atopic/allergic dermatitis in the past 12 months (includes both diagnosed and undiagnosed dogs). To reduce bias, participants affiliated with animal health companies or market research firms were excluded. The study targeted a representative sample of owner demographics, including geography, gender, age and household income. The survey took approximately 24 minutes to complete and was conducted from 20 February 2025 to 16 April 2025. Qualified respondents were asked about their dog's condition, diagnosis, and impact of the disease, followed by a series of questions assessing treatment use, frequency of treatment, and perception of treatments. They were also asked to provide their thoughts on factors driving them to select a treatment, and factors that identify an ideal treatment, also to provide their opinions on a potential new product concept for allergic skin conditions. If a respondent had multiple dogs, they were asked to focus on the dog that has exhibited or been treated for signs of atopic/allergic dermatitis in the past 12 months.

Qualifying veterinarian participants were full-time veterinarians who personally see itchy/pruritic dogs including atopic dermatitis cases, had been practicing veterinary medicine for 2-40 years, were primary/co-decision makers regarding products recommended or prescribed at their practices.

The study targeted a representative mix of participant demographics, such as gender and age, and practice demographics, such as location, size and ownership type (corporate versus independent). Participants were excluded if they were competitively employed or serving in an advisory capacity to animal health, market research and/or pharmaceutical companies. The survey was fielded from 4 November 2024 to 13 January 2025. The vet survey was 38-minutes and the dog owner survey was 24-minutes. Qualified participants answered questions assessing their canine patient load with the disease, their approach to treatment of allergic skin conditions, their perceptions of treatments, and the key factors that drive their selection of treatments. They were also asked to provide their opinions on a potential new product concept for allergic skin conditions.

Responses were collected and reviewed in an anonymized format. Open, free-text responses were grouped according to subject. Analysis consisted of descriptive analytics.