



Study Reveals Challenges for Veterinarians in Treating Canine Allergic Skin Disease

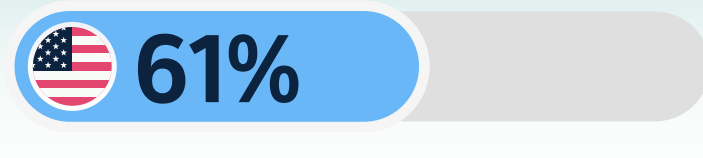
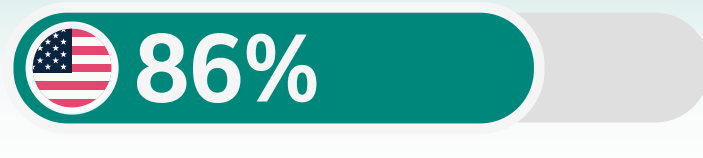
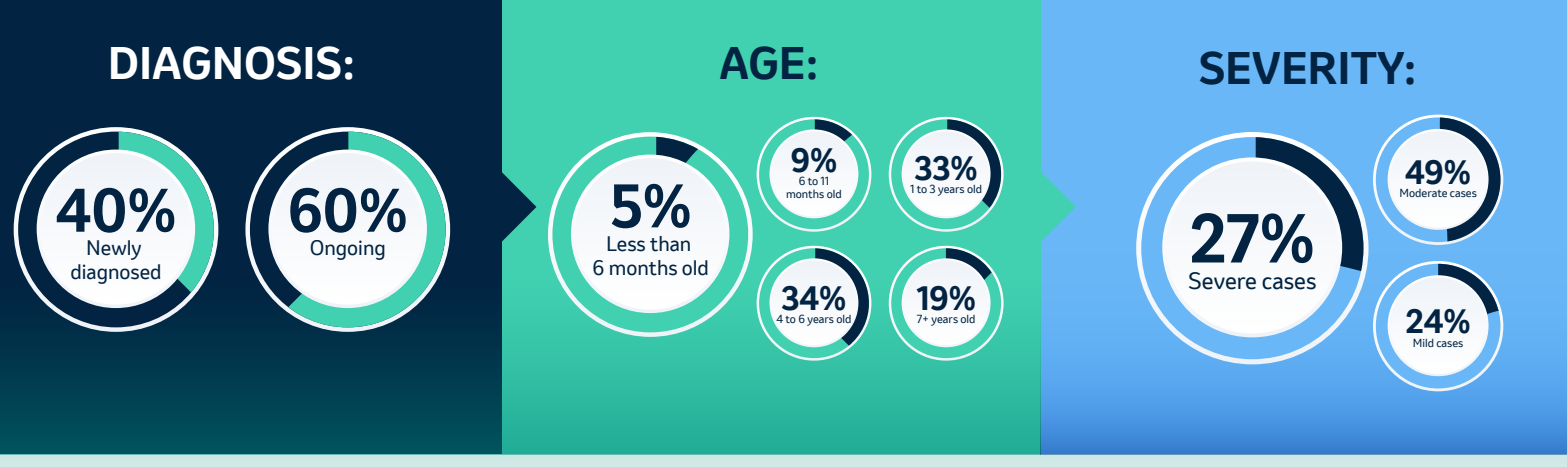
Vet and Pet Owner Perspectives on Canine Pruritus: A Global Survey

A recent global survey conducted in 11 countries on canine allergic skin disease treatment revealed key insights on how U.S. veterinarians approach treatment to fit the needs of their patients.

The data revealed that U.S. veterinarians struggle to find effective treatments that are affordable and easy to administer to pets.

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.



Meeting Owner Expectations

When asked to select the features they felt are most important in a treatment for allergic skin conditions, these were the three features in the top tier of relative importance for U.S. dog owners and veterinarians:

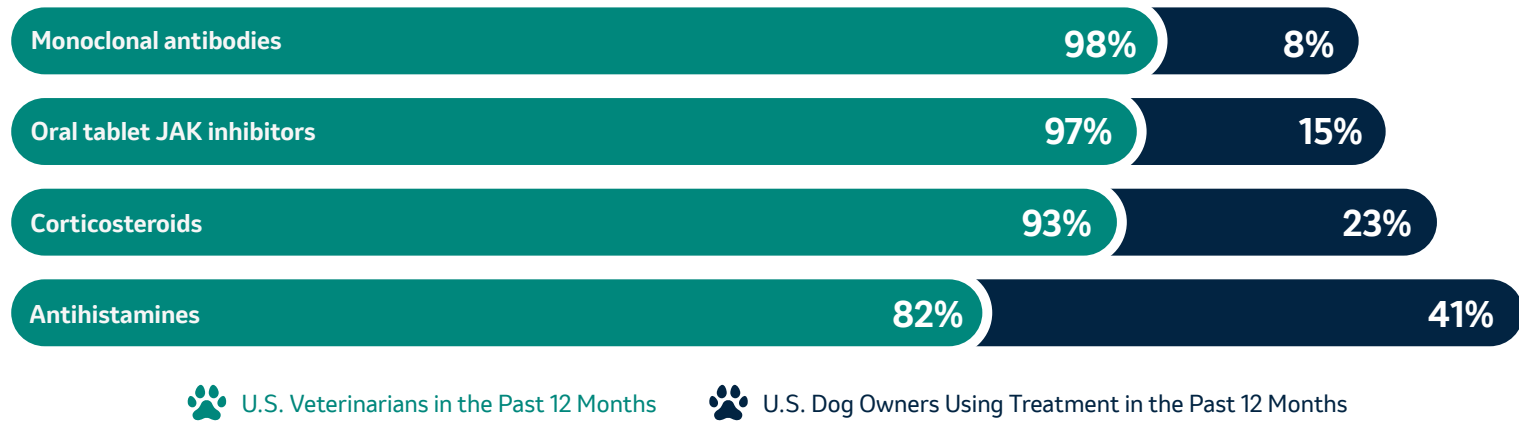
U.S. Pet Owners

- Effective for itch
- Safety profile
- Targeted for itch

U.S. Veterinarians

- Effective for itch
- Rapid onset of action
- Safety profile

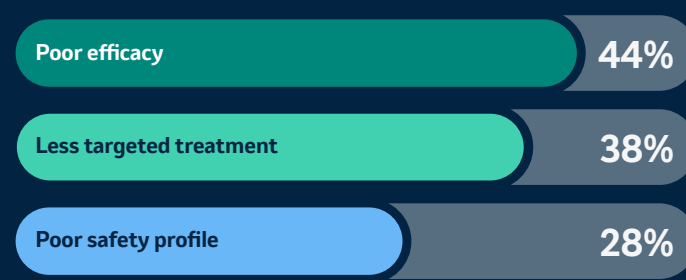
In the last year, the majority of U.S. veterinarians recommended or prescribed corticosteroids, oral tablet JAK inhibitors, monoclonal antibodies and antihistamines.



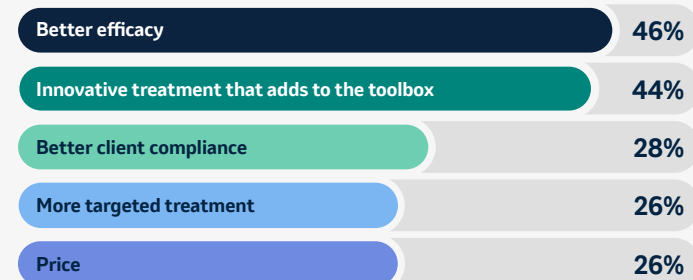
Finding the Right Treatment

More than one-third of U.S. veterinarians switched therapies to treat allergic skin disease within the last year. About 1 in 3 of U.S. dog owners switched treatments within the last year.

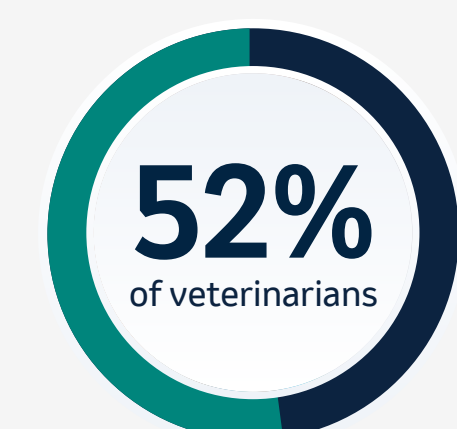
Of the 36% of U.S. veterinarians who switched treatments, their top reasons for switching included:



When asked why they would start a new treatment, U.S. veterinarians who switched said:



Unmet Needs in Current Treatment Options



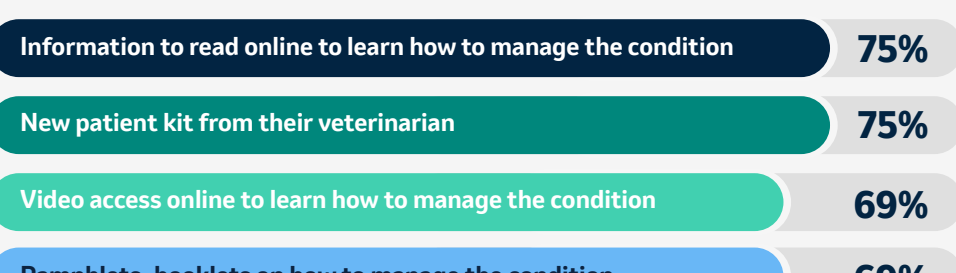
antipruritic treatments, more than half (52%) of veterinarians said there was a gap in **cost effective, more affordable options**. Additionally, **about 1 in 10 veterinarians globally (6% of U.S. veterinarians)** said medication for dogs and puppies **6 months of age or older** was an unmet need.



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.

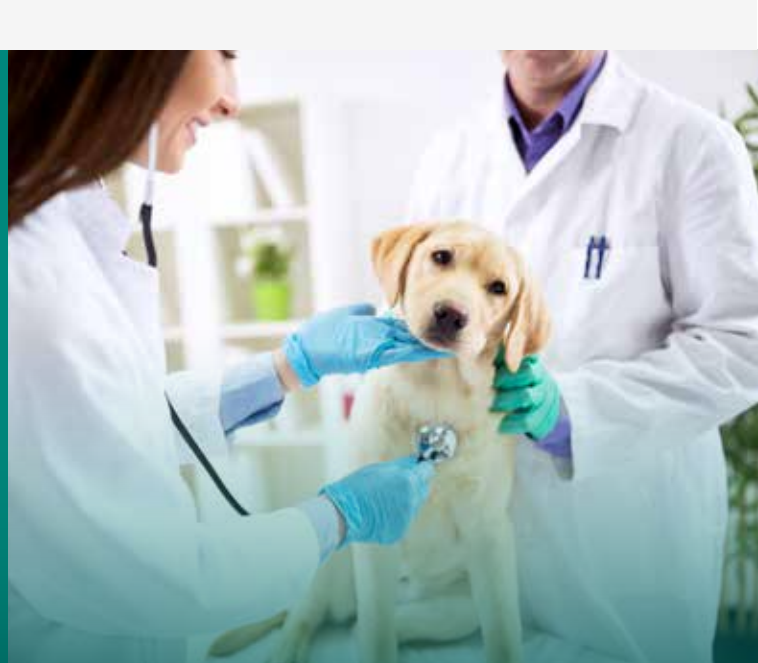


Other tools and resources that U.S. dog owners rated as **very helpful** in managing their dog's scratching or itchy skin include:



Take the Time to Discuss Canine Allergic Skin Disease with Dog Owners

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. Taking the time to discuss treatment options, educating on the chronic nature of the condition, and understanding dog owners' barriers can help veterinarians create treatment plans that stick.



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

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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 or 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.