

# The 2023-2028 Outlook for Antibacterial Drugs in Japan

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## Abstracts

This study covers the latent demand outlook for antibacterial drugs across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for antibacterial drugs. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of antibacterial drugs as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbott Laboratories, AbbVie, Achaogen, Actavis, Actelion, Affinium Pharmaceutical, AiCuris GmbH & Company, Alcon, Alkem Laboratories, Allergan, Allied Pharma, Apotex, App pharmaceuticals, Aptalis Pharma, Aquapharm Biodiscovery, Aradigm, Aridis Pharmaceuticals, Ascend Therapeutics, Astellas Pharma, AstraZeneca, Aurobindo Pharma, Barr Pharmaceuticals, Basilea Pharmaceuticals, Bayer, Biomax Biotechnics, Bristol-Myers Squibb, Cadila Healthcare, Calixa Therapeutics, Cardeas Pharma, Cellceutix, Cempra Pharmaceuticals, Cipla, Claris Lifesciences, Cornerstone Biopharma, Corona Remedies, Critical Therapeutics, Cubist Pharmaceuticals, Daiichi Sankyo, Dainippon Sumitomo, Discuva, Dr. Reddy's Laboratories, Durata

Therapeutics, Eli Lilly, Emcure Pharmaceuticals, Eros Pharma, Forest Laboratories, Furiex Pharmaceuticals, Gate Pharma, Gilead Sciences, GlaxoSmithKline, Glenmark, GlycoVaxyn, Hetero, Hikma Farmaceutica, Hi-Tech Pharma, Hospira, Insmmed, Intercell, Itochu Chemical Frontier, Janssen Pharmaceuticals, Johnson & Johnson, KaloBios, Kenta Biotech, Kuhnle Pharm, Lupin, Macleod Pharmaceuticals, Medicis, MedImmune, Meiji, Melinta Therapeutics, Merck, Merlion Pharmaceuticals, Microlabs, MicuRx Pharmaceuticals, Mpex Pharmaceuticals, Mylan, Nabriva Therapeutics, Nalveva, Neiss Labs, Nektar Therapeutics, Novacta Biosystems, Novartis, Novoxel, Optimer Biotechnology, Orchid Chemicals, Ortho-McNeil, Paratek Pharmaceuticals, Peninsula Pharmaceuticals, Pfizer, Pharmacia, Phico Therapeutics, Piramal Healthcare, Plenus Pharmaceuticals, Pliva, Polyphor, Procarta Biosystems, Procter & Gamble Pharmaceuticals, Ranbaxy, Redx Pharma, Roche, Roxane, R-Pharma, Sagent Pharmaceuticals, Sandoz, Sanofi, Savara Pharmaceuticals, Sawai Pharmaceutical, Schering Plough, Seika Pharma, Sequella, Shanghai MengKe Pharmaceuticals, Shionogi, Shire, Sidmak Labs, Solitaire Pharmacia, Specialised Therapeutics Australia, Sunovion Pharma, TaiGen Biotechnology, Taisho Toyama, Takeda, TAP Holdings, Targanta Therapeutics, Tetrphase Pharmaceuticals, Teva Pharmaceutical Industries, The Medicines Company, Torrent Pharmaceuticals, Trius Therapeutics, TTY Biopharma, Unichem Laboratories, Valeant Pharmaceuticals, Vansen Pharma, Viropharma, Warner Chilcott, Watson, Wockhardt, Zhejiang Medicine Company, Zuellig Pharma, and Zydus Pharmaceuticals. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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