

The 2022-2027 Outlook for Medical Diagnostic Equipment in Japan

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Abstracts

This study covers the latent demand outlook for medical diagnostic equipment 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 medical diagnostic equipment. 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.

This study covers medical diagnostic equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for medical diagnostic equipment is 33451011. It is for this definition that aggregate latent demand estimates are derived. Medical diagnostic equipment is specifically defined as follows:

33451011 Medical diagnostic equipment

3345101100 Electromedical equipment, including diagnostic, therapeutic, and patient monitoring equipment (excluding ionizing radiation equipment)

3345101103 Magnetic resonance imaging equipment (MRI)

3345101106 Ultrasound scanning devices

3345101109 Electrocardiograph (EKG)

3345101112 Electroencephalograph (EEG) and electromyograph (EMG)

3345101115 Audiological equipment

3345101118 Endoscopic equipment (bronchoscope, cystoscope, proctosigmoidoscope, colonoscope, etc.)

3345101121 Respiratory analysis equipment

3345101124 All other medical diagnostic equipment

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