

The 2022-2027 Outlook for Medical and Surgical Appliances and Supplies in Japan

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Abstracts

This study covers the latent demand outlook for medical and surgical appliances and supplies 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 and surgical appliances and supplies. 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 and surgical appliances and supplies as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for medical and surgical appliances and supplies is 3391132. It is for this definition that aggregate latent demand estimates are derived. Medical and surgical appliances and supplies is specifically defined as follows:

3391132 MEDICAL AND SURGICAL APPLIANCES AND SUPPLIES, INCLUDING ORTHOPEDIC, PROSTHETIC, AND THERAPEUTIC APPLIANCES AND SUPPLIES

33911321 Artificial joints and limbs

33911322 Other orthopedic and prosthetic appliances

33911323 Surgical dressings

33911324 Disposable surgical drapes, including obstetric and operating room packs

33911326 Other medical and surgical appliances and supplies

3391132101 Artificial joints

3391132104 Artificial limbs

3391132207 Orthopedic and prosthetic mechanical braces

3391132211 Orthopedic and prosthetic elastic braces, suspensories, and supports

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