

The 2022-2027 Outlook for Non-Prescription Cough and Cold Capsules and Tablets in Japan

<https://marketpublishers.com/r/25DB612FA5E2EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 25DB612FA5E2EN

Abstracts

This study covers the latent demand outlook for non-prescription cough and cold capsules and tablets 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 non-prescription cough and cold capsules and tablets. 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 non-prescription cough and cold capsules and tablets as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-prescription cough and cold capsules and tablets is 325412A171. It is for this definition that aggregate latent demand estimates are derived. Non-prescription cough and cold capsules and tablets is specifically defined as follows:

325412A171 Cough and cold preparations (non prescription), capsules and tablets

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