

The 2022-2027 Outlook for Orthopedic and Surgical Instruments in Japan

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Abstracts

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

The NAICS code for orthopedic and surgical instruments is 33911201. It is for this definition that aggregate latent demand estimates are derived. Orthopedic and surgical instruments is specifically defined as follows:

33911201 Orthopedic and surgical instruments

3391120101 Surgical instruments, including suture needles and ear, eye, nose, and throat instruments

3391120106 Orthopedic instruments, excluding ear, eye, nose, and throat instruments

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