

# The 2022-2027 Outlook for Pharmaceutical Preparations for Veterinary Use in Japan

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## Abstracts

This study covers the latent demand outlook for pharmaceutical preparations for veterinary use 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 pharmaceutical preparations for veterinary use. 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 pharmaceutical preparations for veterinary use as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for pharmaceutical preparations for veterinary use is 325412T. It is for this definition that aggregate latent demand estimates are derived. Pharmaceutical preparations for veterinary use is specifically defined as follows:

325412T Pharmaceutical preparations, for veterinary use

325412T0 Pharmaceutical preparations, for veterinary use

325412T1 Pharmaceutical preparations for veterinary use, excluding diagnostics;

including medicinal premixes and medicated pet care products; excluding pet flea and tick products

325412T000 Pharmaceutical preparations, for veterinary use

325412T011 Pharmaceutical preparations, for veterinary use, anesthetics

325412T016 Pharmaceutical preparations, for veterinary use, anthelmintics

325412T021 Pharmaceutical preparations, for veterinary use, antibiotics, tetracyclines

325412T026 Pharmaceutical preparations, for veterinary use, antibiotics, penicillins

325412T031 Pharmaceutical preparations, for veterinary use, antibiotics, other

325412T036 Pharmaceutical preparations, for veterinary use, antiseptics, wound dressings, and fungicides

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