

The 2022-2027 Outlook for Pharmaceutical Preparations Acting on the Cardiovascular System in Japan

<https://marketpublishers.com/r/2B88A8D087B9EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2B88A8D087B9EN

Abstracts

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

The NAICS code for pharmaceutical preparations acting on the cardiovascular system is 3254127. It is for this definition that aggregate latent demand estimates are derived. Pharmaceutical preparations acting on the cardiovascular system is specifically defined as follows:

3254127 Pharmaceutical preparations, acting on the cardiovascular system

32541270 Pharmaceutical preparations, acting on the cardiovascular system, for human use

32541271 Pharmaceutical preparations, acting on the cardiovascular system, for human use

3254127000 Pharmaceutical preparations, acting on the cardiovascular system, for human use

3254127011 Anticoagulants

3254127016 Hemostatics

3254127021 Digitalis preparations

3254127026 Hypotensives, rauwolfia~alkaloid preparations

3254127031 Hypotensives, beta receptor blocking agents

3254127036 Hypotensives, other, nec

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