

The 2022-2027 Outlook for Pharmaceutical Preparations Affecting the Central Nervous System and Sense Organs in Japan

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Abstracts

This study covers the latent demand outlook for pharmaceutical preparations affecting the central nervous system and sense organs 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 affecting the central nervous system and sense organs. 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 affecting the central nervous system and sense organs as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for pharmaceutical preparations affecting the central nervous system and sense organs is 3254124. It is for this definition that aggregate latent demand estimates are derived. Pharmaceutical preparations affecting the central nervous system and sense organs is specifically defined as follows:

3254124 Pharmaceutical preparations, acting on the central nervous system & sense



organs

32541240 Pharmaceutical preparations, acting on the central nervous system and the sense organs, for human use

32541241 Pharmaceutical preparations, acting on the central nervous system and the sense organs, for human use

3254124000 Pharmaceutical preparations, acting on the central nervous system and the sense organs, for human use

3254124011 Parasympathamimetic cholinergic drugs

3254124014 Skeletal muscle relaxants

3254124017 Narcotic internal analgesics and antipyretics, opium and derivatives

3254124021 Narcotic internal analgesics and antipyretics, synthetic narcotics

3254124024 Nonnarcotic internal analgesics and antipyretics, salicylates, aspirin (acetylsalicylic acid)

3254124027 Nonnarcotic internal analgesics and antipyretics, other salicylates, such as sodium salicylate



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