

# The 2022-2027 Outlook for Pharmaceutical Vitamin, Nutrient, and Hematinic Preparations in Japan

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## Abstracts

This study covers the latent demand outlook for pharmaceutical vitamin, nutrient, and hematinic preparations 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 vitamin, nutrient, and hematinic preparations. 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 vitamin, nutrient, and hematinic preparations as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for pharmaceutical vitamin, nutrient, and hematinic preparations is 325412L. It is for this definition that aggregate latent demand estimates are derived. Pharmaceutical vitamin, nutrient, and hematinic preparations is specifically defined as follows:

325412L Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations

325412L0 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L1 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L000 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L011 Vitamin preparations, multivitamins, plain and with minerals, except B complex vitamins and fish liver oils

325412L016 Vitamin preparations, pediatric vitamin preparations (drops, suspensions and chewable tablets)

325412L021 Vitamin preparations, prenatal vitamin preparations

325412L026 Vitamin preparations, B complex preparations

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