

The 2023-2028 Outlook for Surgical Dressings in Japan

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Abstracts

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

The NAICS code for surgical dressings is 33911323. It is for this definition that aggregate latent demand estimates are derived. Surgical dressings is specifically defined as follows:

33911323 Surgical dressings

3391132337 Surgical dressings, elastic bandages

3391132341 Surgical dressings, other bandages, including muslin and plaster of Paris,

excluding self adhering bandages

3391132344 Surgical dressings, adhesive plaster, medicated and nonmedicated, including self adhering bandages

3391132347 Surgical dressings, gauze, absorbent and packing

3391132351 Surgical dressings, cotton, sterile and nonsterile, including cotton balls

3391132354 Other surgical dressings, including compresses, pads, and sponges

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