

The 2022-2027 Outlook for Veterinary Pharmaceuticals, Medicinal Premixes, and Medicated Pet Care Products in Japan

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Abstracts

This study covers the latent demand outlook for veterinary pharmaceuticals, medicinal premixes, and medicated pet care products excluding diagnostic preparations and pet flea-and-tick products 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 veterinary pharmaceuticals, medicinal premixes, and medicated pet care products excluding diagnostic preparations and pet flea-and-tick products. 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 veterinary pharmaceuticals, medicinal premixes, and medicated pet care products excluding diagnostic preparations and pet flea-and-tick products as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for veterinary pharmaceuticals, medicinal premixes, and medicated pet care products excluding diagnostic preparations and pet flea-and-tick products is 325412T1. It is for this definition that aggregate latent demand estimates are derived.

Veterinary pharmaceuticals, medicinal premixes, and medicated pet care products excluding diagnostic preparations and pet flea-and-tick products is specifically defined as follows:

325412T1 Pharmaceutical preparations for veterinary use, excluding diagnostics; including medicinal premixes and medicated pet care products; excluding pet flea and tick products

325412T100 Pharmaceutical preparations for veterinary use, excluding diagnostics; including medicinal premixes and medicated pet care products; excluding pet flea and tick products

325412T111 Pharmaceutical preparations, for veterinary use, anesthetics

325412T116 Pharmaceutical preparations, for veterinary use, anthelmintics

325412T121 Pharmaceutical preparations, for veterinary use, antibiotics, tetracyclines

325412T126 Pharmaceutical preparations, for veterinary use, antibiotics, penicillins

325412T131 Pharmaceutical preparations, for veterinary use, antibiotics, other

325412T136 Pharmaceutical preparations, for veterinary use, antiseptics, wound dressings and fungicides

325412T141 Pharmaceutical preparations, for veterinary use, hematinics

325412T146 Pharmaceutical preparations, for veterinary use, hemostatics

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