

# The 2022-2027 Outlook for Vitamins, Nutritional Supplements, and Hematinic Preparations for Human Use in Japan

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## Abstracts

This study covers the latent demand outlook for vitamins, nutritional supplements, and hematinic preparations for human use 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 vitamins, nutritional supplements, and hematinic preparations for human use. 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 vitamins, nutritional supplements, and hematinic preparations for human use as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for vitamins, nutritional supplements, and hematinic preparations for human use is 325412L1. It is for this definition that aggregate latent demand estimates are derived. Vitamins, nutritional supplements, and hematinic preparations for human use is specifically defined as follows:

325412L1 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations,

for human use

325412L100 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L111 Multivitamins

325412L112 Other vitamins and nutrients

325412L116 Vitamins, pediatric vitamin preparations (drops, suspensions and chewable tablets)

325412L121 Vitamins, prenatal vitamin preparations

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325412L136 All other vitamin preparations

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