

# The 2023-2028 Outlook for Cell Culture in Healthcare in China

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# **Abstracts**

This study covers the latent demand outlook for cell culture in healthcare across the regions of China, including provinces, autonomous regions (Guangxi, Nei Mongol, Ningxia, Xinjiang, Xizang - Tibet), municipalities (Beijing, Chongqing, Shanghai, and Tianjin), special administrative regions (Hong Kong and Macau), and Taiwan (all hereafter referred to as 'regions'). Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 1,100 cities in China. For each major city in question, the percent share the city is of the region and of China is reported. Each major city is defined as an area of 'economic population', as opposed to the demographic population within a legal geographic boundary. For many cities, the economic population is much larger that the population within the city limits; this is especially true for the cities of the Western regions. For the coastal regions, cities which are close to other major cities or which represent, by themselves, a high percent of the regional population, actual city-level population is closer to the economic population (e.g. in Beijing). Based on this 'economic' definition of population, comparative benchmarks allow the reader to quickly gauge a city's marketing and distribution value vis-?-vis others. This exercise is quite useful for persons setting up distribution centers or sales force strategies. Using econometric models which project fundamental economic dynamics within each region and city of influence, latent demand estimates are created for cell culture in healthcare. 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 longrun view, irrespective of the players or products involved.

In this report we define the sales of cell culture in healthcare as including all commonly understood products and/or services falling within this broad category, irrespective of



product packaging, formulation, size, or form. Companies participating in this industry include BD Biosciences, Corning, EMD Millipore, Life Technologies, Lonza Group, Sigma-Aldrich Corporation, and Thermo Fisher Scientific. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).



# **Contents**

# 1 INTRODUCTION

- 1.1 OVERVIEW
- 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
- 1.3 THE METHODOLOGY
  - 1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION
  - 1.3.2 STEP 2. FILTERING AND SMOOTHING
  - 1.3.3 STEP 3. FILLING IN MISSING VALUES
  - 1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION
  - 1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION
  - 1.3.6 STEP 6. AGGREGATION AND BENCHMARKING
- 1.4 FREQUENTLY ASKED QUESTIONS (FAQ)
- 1.4.1 CATEGORY DEFINITION
- 1.4.2 UNITS
- 1.4.3 METHODOLOGY

# 2 SUMMARY OF FINDINGS

- 2.1 LATENT DEMAND IN CHINA
- 2.2 TOP 100 CITIES SORTED BY RANK
- 2.3 LATENT DEMAND BY YEAR IN CHINA

# 3 ANHUI

- 3.1 LATENT DEMAND BY YEAR ANHUI
- 3.2 CITIES SORTED BY RANK ANHUL
- 3.3 CITIES SORTED ALPHABETICALLY ANHUI

# **4 BEIJING**

- 4.1 LATENT DEMAND BY YEAR BEIJING
- 4.2 CITIES SORTED BY RANK BEIJING
- 4.3 CITIES SORTED ALPHABETICALLY BEIJING

# **5 CHONGQING**

5.1 LATENT DEMAND BY YEAR - CHONGQING



# 5.2 CITIES SORTED BY RANK - CHONGQING

# 5.3 CITIES SORTED ALPHABETICALLY - CHONGQING

# **6 FUJIAN**

- 6.1 LATENT DEMAND BY YEAR FUJIAN
- 6.2 CITIES SORTED BY RANK FUJIAN
- 6.3 CITIES SORTED ALPHABETICALLY FUJIAN

# 7 GANSU

- 7.1 LATENT DEMAND BY YEAR GANSU
- 7.2 CITIES SORTED BY RANK GANSU
- 7.3 CITIES SORTED ALPHABETICALLY GANSU

## **8 GUANGDONG**

- 8.1 LATENT DEMAND BY YEAR GUANGDONG
- 8.2 CITIES SORTED BY RANK GUANGDONG
- 8.3 CITIES SORTED ALPHABETICALLY GUANGDONG

# 9 GUANGXI

- 9.1 LATENT DEMAND BY YEAR GUANGXI
- 9.2 CITIES SORTED BY RANK GUANGXI
- 9.3 CITIES SORTED ALPHABETICALLY GUANGXI

# 10 GUIZHOU

- 10.1 LATENT DEMAND BY YEAR GUIZHOU
- 10.2 CITIES SORTED BY RANK GUIZHOU
- 10.3 CITIES SORTED ALPHABETICALLY GUIZHOU

# 11 HAINAN

- 11.1 LATENT DEMAND BY YEAR HAINAN
- 11.2 CITIES SORTED BY RANK HAINAN
- 11.3 CITIES SORTED ALPHABETICALLY HAINAN



#### 12 HEBEI

- 12.1 LATENT DEMAND BY YEAR HEBEI
- 12.2 CITIES SORTED BY RANK HEBEI
- 12.3 CITIES SORTED ALPHABETICALLY HEBEI

# **13 HEILONGJIANG**

- 13.1 LATENT DEMAND BY YEAR HEILONGJIANG
- 13.2 CITIES SORTED BY RANK HEILONGJIANG
- 13.3 CITIES SORTED ALPHABETICALLY HEILONGJIANG

# 14 HENAN

- 14.1 LATENT DEMAND BY YEAR HENAN
- 14.2 CITIES SORTED BY RANK HENAN
- 14.3 CITIES SORTED ALPHABETICALLY HENAN

#### 15 HONG KONG

- 15.1 LATENT DEMAND BY YEAR HONG KONG
- 15.2 CITIES SORTED BY RANK HONG KONG
- 15.3 CITIES SORTED ALPHABETICALLY HONG KONG

# 16 HUBEI

- 16.1 LATENT DEMAND BY YEAR HUBEI
- 16.2 CITIES SORTED BY RANK HUBEI
- 16.3 CITIES SORTED ALPHABETICALLY HUBEI

# 17 HUNAN

- 17.1 LATENT DEMAND BY YEAR HUNAN
- 17.2 CITIES SORTED BY RANK HUNAN
- 17.3 CITIES SORTED ALPHABETICALLY HUNAN

## **18 JIANGSU**

18.1 LATENT DEMAND BY YEAR - JIANGSU



# 18.2 CITIES SORTED BY RANK - JIANGSU 18.3 CITIES SORTED ALPHABETICALLY - JIANGSU

# **19 JIANGXI**

- 19.1 LATENT DEMAND BY YEAR JIANGXI
- 19.2 CITIES SORTED BY RANK JIANGXI
- 19.3 CITIES SORTED ALPHABETICALLY JIANGXI

# 20 JILIN

- 20.1 LATENT DEMAND BY YEAR JILIN
- 20.2 CITIES SORTED BY RANK JILIN
- 20.3 CITIES SORTED ALPHABETICALLY JILIN

## 21 LIAONING

- 21.1 LATENT DEMAND BY YEAR LIAONING
- 21.2 CITIES SORTED BY RANK LIAONING
- 21.3 CITIES SORTED ALPHABETICALLY LIAONING

# 22 MACAU

- 22.1 LATENT DEMAND BY YEAR MACAU
- 22.2 CITIES SORTED BY RANK MACAU
- 22.3 CITIES SORTED ALPHABETICALLY MACAU

# 23 NEI MONGGOL

- 23.1 LATENT DEMAND BY YEAR NEI MONGGOL
- 23.2 CITIES SORTED BY RANK NEI MONGGOL
- 23.3 CITIES SORTED ALPHABETICALLY NEI MONGGOL

# **24 NINGXIA**

- 24.1 LATENT DEMAND BY YEAR NINGXIA
- 24.2 CITIES SORTED BY RANK NINGXIA
- 24.3 CITIES SORTED ALPHABETICALLY NINGXIA



#### 25 QINGHAI

- 25.1 LATENT DEMAND BY YEAR QINGHAI
- 25.2 CITIES SORTED BY RANK QINGHAI
- 25.3 CITIES SORTED ALPHABETICALLY QINGHAI

#### **26 SHAANXI**

- 26.1 LATENT DEMAND BY YEAR SHAANXI
- 26.2 CITIES SORTED BY RANK SHAANXI
- 26.3 CITIES SORTED ALPHABETICALLY SHAANXI

# **27 SHANDONG**

- 27.1 LATENT DEMAND BY YEAR SHANDONG
- 27.2 CITIES SORTED BY RANK SHANDONG
- 27.3 CITIES SORTED ALPHABETICALLY SHANDONG

#### 28 SHANGHAI

- 28.1 LATENT DEMAND BY YEAR SHANGHAI
- 28.2 CITIES SORTED BY RANK SHANGHAI
- 28.3 CITIES SORTED ALPHABETICALLY SHANGHAI

# 29 SHANXI

- 29.1 LATENT DEMAND BY YEAR SHANXI
- 29.2 CITIES SORTED BY RANK SHANXI
- 29.3 CITIES SORTED ALPHABETICALLY SHANXI

# **30 SICHUAN**

- 30.1 LATENT DEMAND BY YEAR SICHUAN
- 30.2 CITIES SORTED BY RANK SICHUAN
- 30.3 CITIES SORTED ALPHABETICALLY SICHUAN

## 31 TAIWAN

31.1 LATENT DEMAND BY YEAR - TAIWAN



# 31.2 CITIES SORTED BY RANK - TAIWAN

# 31.3 CITIES SORTED ALPHABETICALLY - TAIWAN

# **32 TIANJIN**

- 32.1 LATENT DEMAND BY YEAR TIANJIN
- 32.2 CITIES SORTED BY RANK TIANJIN
- 32.3 CITIES SORTED ALPHABETICALLY TIANJIN

# **33 XINJIANG UYGUR**

- 33.1 LATENT DEMAND BY YEAR XINJIANG UYGUR
- 33.2 CITIES SORTED BY RANK XINJIANG UYGUR
- 33.3 CITIES SORTED ALPHABETICALLY XINJIANG UYGUR

# 34 XIZANG [TIBET]

- 34.1 LATENT DEMAND BY YEAR XIZANG [TIBET]
- 34.2 CITIES SORTED BY RANK XIZANG [TIBET]
- 34.3 CITIES SORTED ALPHABETICALLY XIZANG [TIBET]

# **35 YUNNAN**

- 35.1 LATENT DEMAND BY YEAR YUNNAN
- 35.2 CITIES SORTED BY RANK YUNNAN
- 35.3 CITIES SORTED ALPHABETICALLY YUNNAN

# **36 ZHEJIANG**

- 36.1 LATENT DEMAND BY YEAR ZHEJIANG
- 36.2 CITIES SORTED BY RANK ZHEJIANG
- 36.3 CITIES SORTED ALPHABETICALLY ZHEJIANG

# 37 DISCLAIMERS, WARRANTIES, AND USER AGREEMENT PROVISIONS

- 37.1 DISCLAIMERS & SAFE HARBOR
- 37.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS



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