

# Assessment of the Japan Generics Industry

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Date: March 2012

Pages: 25

Price: US\$ 800.00 (Single User License)

ID: AE5EEA92D3BEN

## Abstracts

### Executive Summary

While Japan is the second largest pharma market globally, it has a very low penetration rate of generic drugs. The country's government has set an ambitious goal to enhance the generics penetration to at least 30% of all ethical drugs by the end of 2012. The segment's growth is expected to be driven by various factors such as a rapidly aging population, government initiatives to reduce healthcare spending and key drug patent expiries. The huge potential of this market has also attracted foreign players to this relatively untapped market, as they have collaborated or acquired stake in some of the domestic companies. Many Japanese hospitals are adopting the Diagnosis Procedure Combination (DPC), a flat-fee system that is promoting the penetration of generics in Japan.

### Why should the report be purchased?

Our report 'Assessment of the Japan Generics Industry' analyzes the structure and positioning of the generics sector within the Japanese pharmaceutical industry. It highlights key trends and drivers of the generics drug industry in Japan. It analyses the key challenges being faced and the government initiatives being taken to overcome barriers and support the growth of this segment. A detailed study of key players in the market has also been presented.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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