Aiming to achieving the target of 30% or more for market share on a volume basis in FY 2012, additional premium requirements for generic dispensing will be reviewed in FY 2020 revision of health insurance reimbursement. The use of generic drugs in the dispensing pharmacy market is expected to become active responding to the increase of demands.

**Generic Drug Market in Japan 2010**

The generic drug market has entered the growth stage but become more competitive with new entrants one after another. Generic manufacturers are forced to optimize their growth strategies looking ahead.

**KEY FEATURES OF THE REPORT**

- The content of “Generic Drug Market 2010” published in September 2010 is summarized with use of tables, graphs and charts.
- The report is compiled into a Japanese and English bilingual format for global business people.
- Key points are described succinctly for changing generic drug market environments and market player trends in Japan.

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Market Environments of Generic Drugs
-- History, Dawn, Introduction, Growth
Governmental Measures to Achieve 30% Market Share for Generic Drugs
Market Environments of Generic Drugs
Market Size, Market Size Forecast
Influential Factors in Market Size Forecast (FY 2010 to FY 2012)

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Growth Factor -- DPC Hospitals
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Teva-Kowa Pharma Co., Ltd.
Towa Pharmaceutical Co., Ltd.
Nissin Pharmaceutical Co., Ltd.
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