

1788 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 1-A.—ANALGESIC, NONNARCOTIC

[Percent share of market based on numbers of prescriptions written, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	15.6	11.3	4.9	3.6	3.3	2.5	3.2	2.3	3.1	2.5
2.....	13.2	10.9	5.8	3.7	3.5	2.9	2.2	2.0	1.5	1.9
3.....	10.9	12.1	8.7	8.7	7.7	7.2	10.4	8.7	8.5	11.1
4.....	7.5	4.6	6.1	2.9	2.9	2.3	2.0	1.9	1.7	1.4
5.....	6.7	4.7	.1	.1	.1	.1	.1	.1		
6.....	5.9	5.3	2.7	1.3	2.2	1.9	2.7	1.6	1.2	1.2
7.....	5.0	3.1	2.8	1.0	.9	.7	1.0	.6	1.3	1.1
8.....	4.9	4.0	3.1	1.2	1.3	1.0	1.1	.8	1.4	1.1
9.....	4.3	2.4	2.4	1.3	1.1	.8	.4	.6	.4	.4
10.....		11.3	37.4	30.5	26.4	14.0	9.8	9.6	6.4	4.8
11.....		2.9	9.8	8.6	8.7	8.8	10.6	13.1	12.0	10.9
12.....			6.3	6.6	6.5	4.1	3.4	3.4	2.5	2.0
13.....				1.2	6.9	4.5	3.0	3.3	2.0	2.2
14.....					1.9	4.1	4.8	6.7	6.3	5.7
15.....					1.7	15.6	24.8	25.6	29.8	28.1
16.....									1.8	3.7
Cumulative market share of above products.....	74.0	72.9	90.0	70.7	75.1	71.4	79.6	80.3	79.9	78.1
All others.....	26.0	27.1	10.0	29.3	24.9	28.6	20.4	19.7	20.1	21.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 1-B.—ANALGESIC, NONNARCOTIC

[Percent share of market based on dollar volume, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	19.3	15.5	6.0	4.0	3.3	2.4	2.9	2.0	2.7	2.2
2.....	10.5	8.7	4.5	2.7	2.6	2.0	1.5	1.2	1.0	1.2
3.....	9.0	10.7	7.3	7.9	6.5	5.8	8.0	6.5	6.1	8.5
4.....	8.3	5.6	5.6	3.0	2.6	1.9	1.7	1.5	1.3	1.1
5.....	6.7	5.0	.1	.1	.1	.1	.1	.1		
6.....	12.8	10.8	5.1	2.3	3.4	2.7	4.1	2.5	1.7	1.6
7.....	3.9	2.4	2.1	.8	.7	.5	.6	.3	.8	.7
8.....	4.1	3.0	2.4	.9	.9	.7	.7	.5	.9	.7
9.....	3.2	1.9	1.7	.8	.7	.5	.3	.4	.2	.2
10.....		12.6	39.3	30.2	26.0	13.6	8.7	8.2	5.3	4.0
11.....		3.6	11.7	10.5	10.6	9.7	12.0	13.8	12.7	11.1
12.....		.5	7.7	8.1	7.9	4.1	3.3	3.0	2.3	2.0
13.....				1.5	7.9	4.7	3.1	3.4	1.9	2.1
14.....					3.0	6.3	7.2	9.7	9.0	8.1
15.....					2.1	18.7	27.8	29.3	32.3	30.0
16.....									2.5	5.0
Cumulative market share of above products.....	77.9	80.4	93.6	72.7	78.3	73.7	82.0	82.4	80.7	78.5
All others.....	22.1	19.6	6.4	27.3	21.7	26.3	18.0	17.6	19.3	21.5
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

IV. ANTIARTHRITICS—NON-STEROIDAL

Although the non-steroidal antiarthritic class implies use only in arthritis, several of the products are also used in a broader range of indications including gout. This class has been dominated essentially by one product, which has slowly lost market share over the ten year period.

The non-steroidal antiarthritics have grown approximately 131% in total number of prescriptions written and 188% in dollar volume over the ten year period. They represented 1.05% of the total prescriptions written in 1956 and 1.40% in 1965. In 1965, ten products accounted for 85% of the class although 48 products were identified in the audit (see Tables 2A & 2B). Over 44% of the market represents products introduced since 1956.