

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1789

TABLE 2-A.—ANTIARTHRITICS, NONSTEROIDAL
[Percent share of market based on numbers of prescriptions written, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	47.5	43.8	36.4	41.9	43.3	35.9	30.8	33.9	28.9	22.9
2.....	15.0	13.6	14.0	11.2	8.2	7.9	8.5	6.4	3.9	4.3
3.....	8.3	7.2	8.2	7.4	6.5	4.7	4.4	5.7	4.5	4.2
4.....	6.8	5.3	3.4	1.7	.7	.8	.9	.9	1.6	1.2
5.....	1.6	3.4	3.6	3.5	4.5	5.7	7.0	5.9	9.0	8.4
6.....		3.8	8.5	5.2	4.3	3.2	5.9	1.4	1.2	.8
7.....			6.1	11.5	15.6	13.9	12.6	15.5	15.7	13.5
8.....					.1	.5	1.8	5.5	4.0	3.1
9.....						9.2	14.5	14.1	11.4	10.0
10.....										1619
Cumulative market share of above products.....	79.2	77.1	80.2	82.4	83.2	81.8	86.4	89.3	80.2	85.7
All others.....	20.8	20.8	19.8	17.6	16.8	18.2	13.6	10.7	19.8	14.6
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 2-B.—ANTIARTHRITICS, NONSTEROIDAL
[Percent share of market based on dollar volume, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	52.5	46.2	36.3	41.7	41.8	34.3	28.7	32.0	25.7	19.3
2.....	13.0	11.7	10.9	8.9	6.4	6.0	6.6	4.8	2.9	3.0
3.....	7.2	6.4	7.2	6.1	5.4	4.0	3.7	4.9	4.0	3.6
4.....	5.3	4.2	2.8	1.3	.6	.7	.7	.7	1.4	1.4
5.....	3.1	6.3	6.6	6.5	8.0	9.0	11.6	10.2	14.4	13.3
6.....		5.4	12.2	6.8	5.9	4.3	7.9	2.0	1.3	.9
7.....			5.8	11.5	16.0	14.0	12.1	15.2	14.4	11.9
8.....					.1	.6	2.8	8.6	6.3	5.3
9.....						10.3	15.4	14.9	11.8	9.9
10.....										19.7
Cumulative market share of above products.....	81.1	80.2	81.8	82.8	84.2	83.2	89.5	93.3	82.2	88.8
All others.....	18.9	19.8	18.2	17.2	15.8	16.8	10.5	6.7	17.8	11.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

V. ANTIBIOTICS—BROAD AND MEDIUM SPECTRUM

Broad and medium spectrum antibiotics represent the largest product class both in number of prescriptions written and dollar volume and are characterized by a large number of highly competitive products. The broad range of infections treated by antibiotics and their prophylactic use against reinfection contribute to the size and growth of this class. It has increased between 85% and 90% both in prescription and dollar volume over the last ten years, representing 7.3% of the total number of prescriptions written in 1956 and 7.8% in 1965. Seven major products used in 1956 accounted for nearly 70% of the class. By 1965, these same products accounted for only 35% of the prescriptions written. The introduction of other products (new agents or modifications of existing products) in the intervening ten years were responsible for the decline. Over 40% of the 1965 market was from products introduced since 1956. Thirteen products represented over 76% of the class in 1965 while 84 were identified in the audit (see Tables 3A & 3B).