

1790 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 3-A.—ANTIBIOTICS, BROAD AND MEDIUM SPECTRUM
Percent share of market based on numbers of prescriptions written, 1956-65]

Product	1955	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	33.7	23.6	10.9	6.8	5.7	5.1	4.5	4.1	3.7	3.7
2.....	9.7	10.6	12.9	14.7	14.5	10.0	5.6	4.9	4.9	4.0
3.....	9.3	5.4	4.5	3.6	5.2	7.4	8.3	8.1	7.8	7.9
4.....	7.4	5.1	6.3	3.0	1.1	.8	.9	.7	.5	.4
5.....	6.1	2.7	1.2	.6	.5	.3	.3	.2	.2	.3
6.....	1.8	1.5	1.9	2.1	1.4	1.6	3.3	4.8	7.6	7.2
7.....	1.6	5.5	5.0	5.0	4.3	4.9	5.8	5.2	5.1	5.5
8.....	.3	.2	.1	.1	.2	.3	.6	.8	2.7	5.9
9.....	14.9	22.7	22.3	14.7	11.6	10.5	9.0	9.4	8.8	4.0
10.....	.1	2.0	3.7	4.1	5.3	5.1	5.0	5.2	7.1	15.3
11.....			.8	7.5	9.6	10.0	8.7	6.9	15.4	6.5
12.....				3.3	16.6	17.5	17.6	15.8	15.4	6.5
13.....					1.4	5.1	7.6	7.5	7.1	6.5
Cumulative market share of above products.....	69.9	69.6	68.3	72.7	79.3	79.9	78.8	73.0	77.3	76.6
All others.....	30.1	30.4	31.7	27.3	20.7	20.1	21.2	27.0	22.7	23.4
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 3-B.—ANTIBIOTICS, BROAD AND MEDIUM SPECTRUM
[Percent share of market based on dollar volume 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	32.8	21.3	9.4	5.5	4.7	4.0	3.8	3.5	2.9	2.9
2.....	10.9	11.4	13.4	15.2	15.4	11.2	6.8	6.1	6.4	5.4
3.....	8.8	4.7	3.8	3.0	4.8	7.3	8.0	7.7	7.4	7.3
4.....	7.5	4.8	5.9	2.5	.8	.6	.6	.5	.3	.3
5.....	6.1	2.6	1.2	.6	.5	.4	.3	.3	.2	.2
6.....	2.1	1.7	2.1	2.2	1.5	1.6	3.5	5.0	7.8	7.4
7.....	1.7	5.5	5.0	4.8	4.1	4.5	5.3	4.7	4.7	5.1
8.....	.3	.2	.1	.1	.3	.4	.8	1.0	2.6	5.0
9.....	15.9	22.5	21.9	14.3	11.5	10.1	8.8	8.9	8.0	5.4
10.....	.2	2.9	5.1	5.4	6.7	6.8	6.7	6.8	6.7	6.7
11.....			1.0	8.2	9.3	9.6	8.2	6.4	7.3	15.2
12.....				3.4	16.2	16.8	16.6	14.7	14.5	7.2
13.....					1.5	5.6	8.4	8.1	7.5	7.2
Cumulative market share of above products.....	70.2	68.3	67.3	72.5	78.8	80.2	79.2	73.5	77.3	76.1
All others.....	29.8	31.7	32.7	27.5	21.2	19.8	20.8	26.5	22.7	23.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

VI. ANTIBIOTICS—PENICILLINS

Penicillin is synonymous with the dramatic growth in the drug industry and frequently is regarded as *the* antibiotic. Penicillins represent a growth of approximately 92% in the number of prescriptions written and an increase of 108% in dollar volume during the ten years. In 1965, they accounted for 3.15% of all prescriptions—slightly higher than their 2.86% share in 1956. Much of the growth can be attributed to the development of new synthetic penicillins, although some of the old established products have continued to be prescribed more frequently than a decade earlier. In 1965, eleven products accounted for almost 84% of the class while 89 products were reported in the audit (see Tables 4A & 4B). Forty-three percent of the market was represented by new products introduced since 1956.