

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1791

TABLE 4-A.—ANTIBIOTICS, PENICILLINS
[Percent share of market based on numbers of prescriptions written, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	19.9	20.8	12.3	5.0	1.5	2.2	1.3	1.2	1.1	0.8
2.....	17.1	16.1	16.3	12.5	21.8	24.5	30.1	27.5	24.2	21.2
3.....	14.8	11.6	11.1	8.6	6.3	5.7	5.2	3.6	2.7	1.8
4.....	13.2	9.9	10.4	9.2	13.5	12.1	12.0	13.9	15.0	14.9
5.....	8.9	13.7	10.8	7.9	2.9	3.9	4.2	4.0	2.6	1.9
6.....		3.0	15.3	19.3	18.9	19.5	20.1	21.0	23.2	20.8
7.....			1.0	3.5	2.8	2.7	2.6	2.5	4.0	5.0
8.....			.9	5.0	3.7	5.5	4.7	5.1	4.4	4.6
9.....				.9	8.1	6.3	4.1	4.3	4.0	2.1
10.....									2.8	6.3
11.....										4.7
Cumulative market share of above products.....	73.9	75.1	78.1	81.9	79.7	82.4	84.3	83.1	84.0	83.8
All others.....	26.1	24.9	21.9	18.1	20.3	17.6	15.7	16.9	16.0	16.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 4-B.—ANTIBIOTICS, PENICILLINS
[Percent share of market based on dollar volume, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	24.4	24.9	14.1	5.5	3.0	2.1	1.3	1.2	1.0	0.7
2.....	13.7	12.4	12.7	18.2	18.9	21.2	26.2	25.1	22.2	19.3
3.....	16.9	12.4	12.6	8.6	6.5	6.8	5.2	4.3	3.1	2.4
4.....	9.0	6.7	6.9	6.2	8.9	8.4	8.7	9.8	9.6	9.2
5.....	10.8	15.7	12.7	8.5	6.4	4.1	4.6	3.9	2.7	1.9
6.....		4.2	18.9	23.1	21.4	21.4	21.4	22.4	24.7	20.9
7.....			1.3	4.2	3.3	3.2	3.0	4.0	4.6	5.4
8.....			1.0	5.9	4.3	6.0	5.0	5.4	4.4	4.4
9.....				1.1	10.4	8.6	5.4	5.3	4.5	2.2
10.....									5.2	10.3
11.....										5.1
Cumulative market share of above products.....	74.8	76.3	80.2	81.3	83.1	81.8	80.9	81.4	82.0	81.8
All others.....	25.2	23.7	19.8	18.7	16.9	18.2	19.1	18.6	18.0	18.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

VII. ANTIHISTAMINES

Antihistamines represent one of the more slowly growing therapeutic categories of the drug industry. Their performance depends on the severity of the hay fever and cold seasons. Both the effectiveness and the side effects of the various products vary from patient to patient. Trial of several different products may be necessary to find the one product most effective with the fewest side effects for the particular patient and disorder being treated. Dollar volume over the 1956-1965 period increased 53.5% while the number of prescriptions increased 19.2%. In 1956 this category represented 4.25% of prescriptions written while in 1965 it represented only 2.92%. Only six products accounted for over 86% of the class although 62 products were audited in 1965 (see Table 5A & 5B).

Considered a breakthrough in the late 1940's, antihistamines reached a point beyond which no significant new products have emerged. The leading antihistamine products in 1956 continue to be the leading products ten years later. They are often switched in patients when drowsiness, the most common side effect, occurs. The leading six products which accounted for nearly 92% of the number of prescriptions written in 1956 accounted for 78.3% in 1965. The top seven products accounted for 86.2% of all antihistamine prescriptions written in 1965.