

1792 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 5-A.—ANTIHISTAMINES

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	25.2	24.8	21.5	18.2	20.3	20.7	20.5	19.5	22.8	24.5
2.....	24.4	28.4	27.7	19.8	23.0	23.1	23.8	20.6	24.0	23.0
3.....	17.0	16.0	16.0	12.0	10.1	8.9	9.9	8.4	7.5	6.5
4.....	10.3	10.5	11.0	10.7	9.7	9.5	9.5	10.5	11.0	12.3
5.....	9.1	12.8	10.0	7.9	7.9	6.3	5.4	5.9	5.9	5.6
6.....	4.8	6.5	6.6	7.0	6.3	5.9	5.6	5.0	6.6	6.4
7.....		.3	5.6	6.3	6.1	6.5	9.0	6.2	7.9	7.9
Cumulative market share of above products.....	91.8	99.3	98.4	81.9	83.4	80.9	83.7	76.1	85.7	86.2
All others.....	8.2	.7	1.6	18.1	16.6	19.1	16.3	23.9	14.3	13.8
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 5-B.—ANTIHISTAMINES

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	20.6	19.7	16.6	14.0	15.2	15.9	15.6	14.8	17.4	18.2
2.....	25.7	29.7	29.1	20.2	23.4	23.7	24.1	20.9	24.6	24.0
3.....	16.7	16.9	16.5	11.2	10.0	8.7	9.4	8.4	7.4	6.4
4.....	16.3	15.3	14.8	13.6	12.3	12.3	12.0	13.7	13.8	15.1
5.....	7.7	10.4	7.9	6.2	6.5	5.5	4.9	5.4	5.4	5.3
6.....	4.8	7.0	7.4	7.7	7.0	6.5	6.1	5.2	7.0	6.7
7.....		.4	6.2	7.0	6.9	6.8	9.6	6.4	8.0	8.1
Cumulative market share of above products.....	91.8	99.4	98.5	79.9	81.3	79.4	81.7	74.8	83.6	83.8
All others.....	8.2	.6	1.5	20.1	18.7	20.5	18.3	25.2	16.4	16.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

VIII. ANTI-OBESITY—AMPHETAMINES

Among the products used to control weight gain and when necessary, encourage weight loss are the amphetamines. Included in this product class are combinations with sedatives to modify the exhilaration often produced by amphetamines, or tranquilizers to provide relief of tension-anxiety symptoms. The number of prescriptions written have increased approximately 36% during the ten year period while the dollar volume has increased approximately 64%. This increase has been due principally to the introduction of new products through 1960. The total class represented 3.4% of all prescriptions written in 1956 declining to 2.6% in 1965.

Although the eleven products shown in Tables 6A & 6B represent over 80% of the market for amphetamine products the importance of this class is reflected by the number of products which are competing in the antiobesity market. In 1965 over 80 products were being sold by brand or generic name in the amphetamine class.