

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1793

TABLE 6-A.—ANTIOBESITY—AMPHETAMINES

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	35.5	35.2	31.6	25.0	25.7	20.9	17.9	13.0	11.7	12.5
2.....	31.1	29.6	33.9	32.9	27.6	27.5	25.1	25.8	25.3	21.0
3.....	3.6	3.1	2.2	5.3	6.8	6.3	7.5	7.8	8.4	7.4
4.....	2.4	2.8	3.2	2.7	2.3	1.7	1.6	1.7	2.1	2.1
5.....	1.7	1.0	.7	.4	.6	2.8	2.6	2.7	3.7	5.0
6.....	1.4	3.0	5.3	8.4	8.1	9.8	10.0	7.4	6.7	5.4
7.....			.5	2.2	1.9	1.4	1.2	1.6	3.2	3.1
8.....				.2	6.5	7.3	10.1	13.5	13.8	15.0
9.....					.5	1.5	2.4	2.1	2.8	4.5
10.....						2.9	3.0	1.5	2.8	2.2
11.....						.7	1.8	2.5	3.7	3.9
Cumulative market share of above products.....	75.7	74.7	77.4	77.1	80.0	82.8	83.2	79.6	84.2	82.1
All others.....	24.3	25.3	22.6	22.9	20.0	17.2	16.8	20.4	15.8	17.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 6-B.—ANTIOBESITY—AMPHETAMINES

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	40.5	38.7	33.4	25.9	24.9	20.2	17.1	12.3	11.0	11.5
2.....	31.8	30.1	35.3	34.9	27.6	27.6	24.6	25.0	25.1	20.3
3.....	2.1	1.8	1.2	3.7	5.4	4.7	5.3	6.0	6.7	5.8
4.....	1.8	2.2	2.6	2.3	1.9	1.5	1.2	1.2	1.6	1.4
5.....	1.0	.8	.5	.3	.6	2.7	2.4	2.7	3.9	5.3
6.....	1.6	3.5	6.3	9.7	9.2	11.1	11.4	7.9	7.0	6.0
7.....			.5	2.1	1.7	1.3	1.1	1.3	2.6	2.6
8.....				.2	8.0	9.1	13.0	17.0	17.2	18.5
9.....					.8	2.0	3.0	2.5	3.3	5.3
10.....						2.9	3.1	1.4	2.8	2.1
11.....						1.0	2.4	3.2	4.7	4.9
Cumulative market share of above products.....	78.8	77.1	79.8	79.1	70.1	84.1	84.6	80.5	86.0	83.7
All others.....	21.2	22.9	20.2	20.9	29.9	15.9	15.4	19.5	14.0	16.3
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

IX. ATARAXICS

The term ataraxic is generally used to designate products which are employed as calming or tranquilizing agents. However, these products may be used to treat a number of different disorders so that they vary considerably in strength and action. Our discussion is restricted to those products used to treat patients residing at home rather than those who are hospitalized in mental institutions.

This classification of drugs represents one of the more important areas of the drug industry and is one which has grown significantly over the past decade in both numbers of prescriptions (93%) as well as in dollar volume (100%). One half of the tranquilizers on the market in 1965 did not exist in 1956. In 1965 these products accounted for 7.4% of prescriptions dispensed as compared to 6.6% in 1956. Twelve products represented almost 87% of the class in 1965 of the 56 which were audited (see Tables 7A & 7B). New products introduced since 1956 account for over 50% of the market.