

1794 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 7-A.—ATARAXICS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	43.0	39.5	32.9	32.9	27.4	23.7	21.1	17.5	13.6	13.5
2.....	21.5	15.9	12.3	10.2	8.8	8.4	9.7	7.4	6.8	7.4
3.....	18.4	14.0	11.8	11.8	12.7	10.4	8.7	7.6	7.3	6.7
4.....	4.5	5.6	5.2	4.6	3.4	3.6	2.2	2.0	2.0	1.9
5.....	3.1	4.9	5.4	4.4	2.9	2.5	1.9	3.1	2.3	1.6
6.....	.6	10.3	17.8	16.7	14.4	12.6	9.3	8.5	7.3	6.3
7.....		3.6	2.9	1.5	.6	.5	.2	.1	.1	.1
8.....		2.5	3.3	4.5	2.3	1.2	1.2	.7	.7	.7
9.....			.5	1.6	1.1	1.4	1.4	1.3	1.7	1.9
10.....				3.1	7.7	6.6	7.5	7.9	7.3	5.4
11.....					11.4	26.0	29.4	31.4	32.1	29.7
12.....								.2	8.0	12.9
Cumulative market share of above products.....	91.1	96.3	92.1	91.3	92.7	96.9	92.6	87.6	88.3	86.7
All other.....	8.9	3.7	7.9	8.7	7.3	3.1	7.4	12.4	11.7	13.3
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 7-B.—ATARAXICS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	46.3	42.4	32.9	32.9	27.0	23.1	19.8	16.6	12.2	12.3
2.....	18.8	13.5	11.4	9.9	8.8	8.2	9.7	7.6	7.1	7.8
3.....	19.7	15.2	12.0	11.9	12.5	10.4	8.7	7.5	7.0	6.4
4.....	4.2	4.8	4.9	4.2	2.9	3.1	1.9	1.7	1.7	1.6
5.....	3.1	4.8	5.6	4.4	3.0	2.8	2.1	3.4	2.7	1.8
6.....	.5	10.5	17.9	16.2	12.9	10.8	7.5	6.8	5.4	4.7
7.....		3.8	2.6	1.5	.6	.4	.2	.1	.1	.1
8.....		2.7	4.3	4.8	2.4	1.1	1.3	.8	.7	.7
9.....			.6	2.0	1.3	1.8	1.7	1.6	2.0	2.1
10.....				3.1	8.3	7.0	8.1	8.9	8.5	6.1
11.....					12.1	27.4	30.7	32.6	32.8	30.1
12.....								.2	8.0	12.9
Cumulative market share of above products.....	92.6	97.7	92.2	90.9	91.8	96.1	91.7	87.8	88.2	86.6
All others.....	7.4	2.3	7.8	9.1	8.2	3.9	8.3	12.2	11.8	13.4
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

X. RAUWOLFIA—DIURETIC COMBINATIONS

Rauwolfia—diuretic combinations provide the anti-hypertensive action of rauwolfia plus the diuretic action (increasing the secretion of urine) of the thiazide products. The latter is considered important in the management of hypertension also, producing a complementary anti-hypertensive action. The reduction of body fluid apparently is related to lessening some causal effects of hypertension. Although rauwolfia products have been used since the early 1950's and mercurial diuretics even longer, it was not until after the introduction of thiazide diuretics that the rauwolfia—diuretic combination gained acceptance in medical practice. The importance of this class can be seen by the rapid rate of growth over the past seven years and the many new product entries into the market (see Tables 8A & 8B). The first five rauwolfia—diuretic combinations introduced in 1959 accounted for 0.67% of all prescriptions written and by 1965 this category represented 1.71% of all prescriptions written. As a class, the prescriptions increased by 344% from 1956 to 1965. The dollar volume increased by 334% during the same period.

Strong interest in new combinations indicates that there is a medical need for additional compounds to try on individual patients who were unresponsive to an earlier product or whose prognosis might be improved by a newer product. The demand for these products clearly indicates that a need exists and virtually