

1796 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Although this product class is the subject of active research efforts, many of the new products introduced have not made a significant impact. Patients responding to one kind of treatment are usually not switched when new products are introduced. Of seven products introduced between 1956 and 1965, only two have made any impact on the market.

TABLE 9-A.—CORONARY VASODILATORS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	29.5	39.4	41.8	37.3	35.2	36.8	25.6	23.8	20.9	22.4
2.....	19.6	19.4	19.1	17.7	22.5	27.5	20.4	22.1	18.6	19.1
3.....	7.7	6.6	10.3	8.4	8.6	10.3	8.2	4.9	5.7	6.3
4.....	4.6	4.5	1.9	1.4	2.5	.9	.4	.4	1.0	.7
5.....	2.1	2.5	3.3	6.6	5.6	5.0	4.7	6.0	4.6	3.9
6.....	.5	2.5	2.6	2.3	1.8	1.3	1.6	2.3	1.3	1.3
7.....			1.0	2.1	3.0	2.5	1.7	2.1	1.6	1.2
8.....			.4	.6	.8	.7	2.1	2.1	4.2	2.6
9.....					.5	1.1	1.2	1.9	6.7	9.0
10.....							10.1	12.8	16.9	12.5
11.....							5.2	3.3	6.4	8.7
12.....							5.0	6.8	4.5	5.1
13.....								.5	2.1	3.5
Cumulative market share of above products.....	64.0	74.9	80.4	76.4	80.5	86.1	81.3	84.2	85.3	91.1
All others.....	36.0	25.1	19.6	23.6	19.5	13.9	18.7	15.8	13.7	8.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 9-B.—CORONARY VASODILATORS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	32.7	45.0	52.9	45.7	44.3	46.1	28.1	26.4	21.8	22.1
2.....	6.2	5.8	6.0	5.2	7.2	8.9	6.5	7.0	5.4	5.3
3.....	7.8	8.6	9.4	9.0	10.8	14.3	9.7	5.1	6.0	6.2
4.....	7.0	7.1	3.0	2.3	3.5	1.3	.6	.4	.8	.6
5.....	.6	.8	1.1	2.2	1.7	1.5	1.3	1.6	1.3	1.0
6.....	.8	3.5	3.9	3.8	2.6	1.8	2.2	2.9	1.6	1.9
7.....			1.8	3.4	4.5	4.1	2.6	2.6	2.2	1.6
8.....			.3	.5	.6	.6	1.8	1.8	3.7	2.2
9.....					.5	1.2	1.3	2.2	7.8	13.5
10.....							18.1	20.8	25.4	17.9
11.....							5.2	3.3	6.4	8.7
12.....							5.0	6.8	4.5	5.1
13.....								.8	2.9	4.7
Cumulative market share of above products.....	55.1	70.8	78.4	72.1	75.7	79.8	82.4	81.7	83.4	90.8
All others.....	44.9	29.2	21.6	27.9	24.3	20.2	17.6	18.3	16.6	9.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XII. DIABETIC THERAPY—OTHER

Diabetic products other than insulin fall into two chemical classes—sulfonylureas and biguanide. Each of the products shown in Tables 10A & 10B is a different chemical compound except one sustained release form. None of these products existed in 1956 and only one was available in 1957. They can lower the blood sugar level when given orally in the treatment of selected patients with diabetes without the need for insulin injections.

The product class has grown over 1400% in total numbers of prescriptions written since 1957. By 1965 these products represented 1.26% of all prescriptions written and 2.3% of the total dollar market. In 1965, the total product class was represented by 8 products with the five shown accounting for over 99% of the market.