

Although the products in this class have achieved a significant prescription volume, they are not a replacement for insulin injections (estimated annual sales of \$22 million) where the patient's insulin requirement is high. Their principle advantage is that where they are indicated they can be given orally replacing the daily injection required to administer insulin.

TABLE 10-A.—DIABETIC THERAPY, OTHER

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	100.0	99.0	82.2	84.0	81.7	77.0	77.3	75.0	70.2	
2.....		1.0	14.5	8.7	12.0	15.3	16.6	12.8	13.2	
3.....			3.3	7.3	5.9	5.0	3.5	3.8	3.4	
4.....					.4	2.7	2.6	5.3	8.1	
5.....								3.1	4.8	
Cumulative market share of above products.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.7
All others.....										.3
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 10-B.—DIABETIC THERAPY, OTHER

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	100.0	99.1	85.1	85.7	84.9	81.3	79.1	77.6	72.8	
2.....		.9	12.9	9.2	10.3	12.4	16.7	11.9	12.8	
3.....			2.0	5.1	4.3	3.3	2.2	3.0	2.5	
4.....					.5	3.0	2.0	5.1	7.6	
5.....								2.3	3.9	
Cumulative market share of above products.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.6
All others.....									.1	.4
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XIII. DIURETICS

Diuretic agents are used to treat edema which may be associated with a number of different disorders. The drugs may be used as adjuncts in the management of congestive heart failure, to control the severity of cardiac decompensation or to treat patients with edema associated with kidney and liver disease, pregnancy, obesity, etc. The diuretic class had one of the most dramatic increases over the ten year span increasing 490% in the number of prescriptions written and 560% in dollar volume. Of the total industry volume, diuretics accounted for 1.12% of the prescriptions written in 1956 but increased to 3.68% of those written in 1965. Eleven products accounted for 80% of the class of 43 products audited in 1965 (see Tables 11A & 11B).

In reviewing the 1965 data it appears that diuretics that did not exist in 1956 are responsible for nearly all of the prescriptions written. The market is fairly well fractionated with about a dozen compounds actively competing for significant positions.