

XV. CORTICOIDS WITH ANTI-INFECTIVES

Corticoids with anti-infectives describes a group of products which represent the combination of the anti-inflammatory corticosteroids with various anti-infectives in topical preparations with a maximum local effect. Because of the broad range of competitive corticosteroids and anti-infective agents, there are numerous possible combinations obtaining different effects (see Tables 13A & 13B). Consequently, the many companies which have marketed preparations make this category one of the most highly competitive in the entire field. Over the last ten years the category has grown approximately 78% in numbers of prescriptions written and 87% in dollar volume. The category has maintained its relative position representing 1.51% of all prescriptions written in 1956 and 1.55% of all prescriptions written in 1965. The dollar volume for this category declined from 1.63% of total in 1956 to 1.45% of total in 1965.

It appears from the large number of products being offered in this class plus the interest in a variety of combinations of corticosteroids and anti-infectives that there is a need for a broad range of products to treat infections and inflammation from many different causes. Twenty-five products account for over 80% of the class and 76 products make up the other 20%. Many of these combination products are available in specialized forms for treatment of conditions located in the eyes, ears, and nose as well as for general topical use anywhere on the body surface.

TABLE 13-A.—CORTICOIDS WITH ANTI-INFECTIVES
[Percent share of market based on numbers of prescriptions written, 1956-65]

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