

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1801

TABLE 13-B.—CORTICOIDS WITH ANTI-INFECTIVES
[Percent share of market based on dollar volume, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	41.7	29.0	23.0	16.0	14.6	12.0	9.4	7.5	6.9	6.1
2.....	14.2	12.7	11.2	6.3	4.7	4.0	2.8	1.9	1.6	1.6
3.....	6.1	2.9	2.3	1.3	1.1	1.2	.4	.4	.5	.4
4.....	4.6	3.8	3.1	3.0	3.4	3.9	2.4	1.9	2.9	2.5
5.....	3.4	4.7	4.3	4.3	4.0	3.6	2.9	2.9	2.6	1.8
6.....	2.5	3.8	4.2	6.2	6.2	7.9	7.0	7.1	6.6	7.3
7.....	2.6	2.1	1.3	.8	.7	.4	.2	.2	.3	.2
8.....	2.4	2.7	2.4	2.3	1.8	1.3	1.3	1.0	.6	.5
9.....	1.4	1.5	2.9	3.6	1.7	1.1	1.3	.6	.6	.6
10.....	.7	10.8	14.8	14.1	13.9	12.5	11.3	12.6	11.3	10.8
11.....	.3	.4	1.6	1.6	1.5	1.2	1.2	1.0	.9	1.0
12.....	.2	6.7	13.0	13.6	8.2	5.7	4.4	3.5	2.9	2.1
13.....		1.3	2.1	2.7	3.6	3.7	3.1	2.6	2.5	2.5
14.....		.1	.8	2.4	2.1	1.8	1.3	1.5	1.9	1.8
15.....			.1	2.1	2.1	2.2	1.1	1.6	1.5	1.4
16.....				2.4	1.5	.9	.4	.4	.2	.1
17.....				1.8	5.6	7.0	8.6	8.8	9.7	12.1
18.....				1.6	7.5	10.0	12.4	10.1	12.2	10.4
19.....					1.1	1.1	.3	.2	.1	.1
20.....					1.0	1.5	2.1	1.9	1.9	2.8
21.....						1.5	7.2	7.1	6.7	5.6
22.....						.2	1.1	2.1	2.1	2.5
23.....							1.1	1.4	3.0	2.3
24.....							.9	1.9	3.0	3.5
25.....							.5	1.1	1.5	1.4
Cumulative market share of above products.....	81.7	83.9	88.1	87.0	87.1	85.8	85.2	81.3	84.2	82.0
All others.....	18.3	16.1	11.9	13.0	12.9	14.2	14.8	18.7	15.8	18.0
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XVI. ORAL MUSCLE RELAXANTS

Drugs in this group act on the central nervous system and are useful in promoting relaxation of skeletal muscle spasm. They have been recommended as an aid in the management of almost every musculo-skeletal and neuromuscular condition in which painful muscle spasm occurs. Thus these agents can be used in connection with the treatment of a number of different medical conditions.

Over the past decade the number of prescriptions for these products has increased 350%, while the equivalent dollar value has increased 405%. In 1956 these products accounted for 0.56% of the total number of the prescriptions written. In 1965 they were responsible for 1.26% indicating wider acceptance of the use of these products in various conditions.

The top five products in 1956 were responsible for nearly 76% of all prescriptions written. By 1965, one-third of the 47 products in the class accounted for over 82% of the prescriptions (see Tables 14A & 14B). The newer products introduced the combined effect of muscle relaxants and analgesics or sedatives, or both. The effectiveness of muscle relaxants alone was not enough in many cases for satisfactory treatment. If muscle spasm caused pain, then pain relief was also indicated. If muscle spasm could be reduced by a sedative, working in the central nervous system, then a sedative was indicated. From these experiences, the new, convenient forms evolved, increasing competition further.