

1802 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 14-A.—ORAL MUSCLE RELAXANTS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	28.4	33.8	11.1	5.8	4.9	2.1	.1			
2.....	16.0	14.1	5.8	1.6	1.0	.9	.8	.8	.6	.6
3.....	15.6	12.1	6.7	2.3	2.0	1.4	2.3	1.4	1.1	1.3
4.....	10.9	15.2	10.4	10.0	9.8	4.9	8.2	14.4	14.4	15.6
5.....	4.7	2.7	2.3	1.5	2.8	2.9	2.4	2.4	5.6	7.0
6.....		4.3	28.3	17.4	17.6	10.9	10.0	5.9	6.1	5.4
7.....			9.4	5.2	1.7	1.7	.4	.3	.4	.2
8.....			.4	22.1	12.8	9.2	6.4	3.9	3.5	3.3
9.....				10.1	15.4	14.5	12.5	13.2	10.8	8.5
10.....				.1	4.0	5.2	7.7	7.4	8.6	7.2
11.....				.1	9.7	5.4	4.2	2.7	3.3	3.4
12.....					6.4	9.7	10.4	8.7	8.1	8.9
13.....					.2	4.8	8.6	10.1	9.4	9.2
14.....						1.3	4.2	3.2	4.9	5.4
15.....							1.0	8.8	4.1	2.9
16.....							.6	1.0	2.2	3.6
Cumulative market share of above products.....	75.6	82.2	74.4	76.2	88.3	74.9	79.8	84.2	83.1	82.5
All others.....	24.4	17.8	25.6	23.8	12.7	25.1	20.2	15.8	16.9	17.5
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 14-B.—ORAL MUSCLE RELAXANTS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	37.0	39.2	10.6	5.5	4.8	2.0	0.1			
2.....	13.0	10.9	4.0	1.1	.6	.7	.7	0.7	0.5	0.5
3.....	14.4	10.0	4.9	1.7	1.3	1.0	1.6	.8	.6	.8
4.....	9.1	11.9	9.4	6.0	6.8	4.4	5.3	9.5	9.1	10.5
5.....	4.8	2.6	1.6	1.1	2.1	2.1	1.8	1.6	4.3	5.2
6.....		5.6	32.9	19.3	18.4	11.4	10.5	6.0	6.6	6.0
7.....			10.5	5.6	1.8	1.8	.4	.3	.3	.2
8.....			.5	21.8	13.0	9.1	6.4	3.9	3.5	3.7
9.....				10.6	15.8	14.8	12.5	13.3	11.6	9.1
10.....				.1	4.5	5.5	8.7	8.6	10.4	8.6
11.....				.1	9.6	5.5	4.0	2.6	3.7	3.6
12.....					6.3	9.8	10.3	8.1	8.3	9.2
13.....					.3	4.6	8.7	10.4	10.0	9.8
14.....						1.6	4.9	3.8	6.5	6.9
15.....							1.0	8.6	4.1	3.0
16.....							.7	1.3	3.2	5.7
Cumulative market share of above products.....	78.3	80.2	74.4	72.9	85.3	74.3	77.6	79.5	82.7	82.8
All others.....	21.7	19.8	25.6	27.1	14.7	25.7	22.3	20.5	17.3	17.2
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XVII. PSYCHOSTIMULANTS

Drugs in this therapeutic category are used to treat depressed patients with widely varying causes. Thus the compounds can offer different types and different mechanisms of action. This category has shown dramatic growth although the base was small in 1956 (0.38% of total prescriptions written in 1956 to 1.3% in 1965). The number of prescriptions written has increased 510% over the period 1956-1965, while the dollar volume of these products has increased tenfold.

The three principal products in 1956 accounted for 70% of the prescriptions written. Two of these were withdrawn from the market in 1962. By 1965, twelve products represented over 87% of prescriptions in a class of 36 products (see Tables 15A & 15B). New products in this field have been viewed with guarded optimism since the effects of psychostimulants might mask underlying problems. As a result, each new product is tried in different kinds of patients to find where it is most effective. The product class, therefore, has a history of product introduction, initial acceptance and a decline to some lower level of use.