

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1803

TABLE 15-A.—PSYCHOSTIMULANTS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	39.2	42.8	23.6	20.1	13.6	11.0	12.5	12.5	16.0	15.9
2.....	19.6	10.2	1.7	1.6	.4	.1				
3.....	11.3	7.2	2.4	2.3	1.7	.8	.4	.3	.7	1.2
4.....	.4	11.9	27.4	8.5	2.4	.6				
5.....			30.1	39.9	21.2	19.0	12.8	19.7	18.3	12.5
6.....				8.2	17.9	18.8	16.3	15.4	23.6	15.2
7.....				7.0	12.7	5.3	2.0	3.2	5.0	1.8
8.....				6.5	13.7	12.5	8.7	5.6	3.8	2.2
9.....				4.8	10.9	6.3	3.6	2.8	2.4	1.7
10.....						10.6	16.4	20.5	22.2	29.5
11.....						6.9	12.8	21.6	4.9	3.1
12.....										7.3
Cumulative market share of above products.....	70.5	72.1	71.7	80.1	91.0	89.4	83.0	96.8	93.7	87.7
All others.....	29.5	27.9	28.3	19.9	9.0	10.6	17.0	3.2	6.3	12.3
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 15-B.—PSYCHOSTIMULANTS

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	32.5	36.0	18.2	11.5	7.8	6.0	7.3	7.7	9.9	10.3
2.....	25.6	14.3	2.1	1.1	.3	.1				
3.....	9.4	4.1	1.7	.8	.5	.3	.2	.1	.3	.5
4.....	.4	15.5	17.2	6.7	1.9	.6				
5.....			30.1	39.9	21.2	1.9	12.8	19.7	18.3	12.5
6.....				13.0	22.9	23.6	20.8	19.1	28.1	18.2
7.....				8.8	13.7	5.8	2.1	3.2	5.5	2.1
8.....				6.1	11.5	10.9	8.0	5.4	3.3	2.0
9.....				6.4	12.4	7.1	4.5	3.3	2.8	1.8
10.....						10.8	17.0	21.3	21.6	30.2
11.....						5.9	11.8	19.8	4.5	2.7
12.....										6.8
Cumulative market share of above products.....	67.9	69.3	69.3	94.3	92.2	90.1	84.5	98.6	94.3	87.1
All others.....	32.1	30.1	30.7	5.7	7.8	9.9	15.5	1.4	5.7	12.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XVIII. SEDATIVES—BARBITURATE

The barbiturates comprise an important and valuable class of central nervous system depressants. It has been reported that they are used more to produce sleep than for any other purpose.¹ Proper selection and rational use of the barbiturates depend on an intimate knowledge of their pharmacology and toxicology as well as an acquaintance with the important variations in action and toxicity produced by certain individual products. Barbiturates are differentiated by their duration of action ranging from longer duration barbital and phenobarbital to shorter duration secobarbital, pentobarbital and hexobarbital. Combinations of barbiturates are often used to provide a more balanced effect by combining those with differing rates of action and dissipation.

The total category has increased approximately 7% in total number of prescriptions written and 22% in dollar volume between 1956 and 1965. Barbiturates represented 7% of all prescriptions written in 1956 but only 4.3% in 1965.

The lack of significant increases in demand for barbiturates may be related to the development of non-narcotic analgesics, tranquilizers and barbiturate-analgesic combinations. The importance of this class, however, is seen by the large number of products competing. Although the five products in Tables 16A & 16B account for almost three-fourths of the product class, there were 78 products on the market in 1965.

¹The Pharmacological Basis of Therapeutics—Second Edition Goodman and Gilman.