

1804 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

TABLE 16-A.—SEDATIVES—BARBITURATE

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	24.1	24.5	26.4	21.5	22.0	22.2	22.9	19.7	21.5	20.9
2.....	15.1	15.2	13.4	13.8	15.6	16.5	15.5	17.3	16.8	14.9
3.....	13.2	12.8	15.2	14.7	19.3	17.7	17.4	15.1	14.2	15.4
4.....	10.7	12.0	11.8	14.2	14.5	13.7	10.2	12.5	14.2	13.2
5.....	5.8	5.5	7.3	8.6	9.4	9.6	6.8	7.8	8.0	9.7
Cumulative market share of above products.....	68.9	70.0	74.1	72.8	80.8	79.7	72.8	72.4	74.7	74.1
All others.....	31.1	30.0	25.9	27.2	19.2	20.3	27.2	27.6	25.3	25.9
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 16-B.—SEDATIVES, BARBITURATE

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

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	16.7	18.1	20.1	15.9	15.7	16.9	17.3	15.1	16.5	16.2
2.....	14.7	15.5	14.1	13.7	15.8	16.4	15.0	16.8	16.4	14.1
3.....	13.2	13.1	15.6	14.7	19.5	18.0	17.5	15.3	14.1	15.4
4.....	10.6	12.9	13.4	16.9	16.8	16.3	12.6	15.4	17.3	16.1
5.....	5.8	6.3	7.8	9.0	10.1	10.1	7.1	8.0	8.2	9.8
Cumulative market share of above products.....	61.0	65.9	71.0	70.2	77.9	77.7	69.5	70.6	72.5	71.6
All others.....	39.0	34.1	29.0	29.8	22.1	22.3	30.5	29.4	27.5	28.4
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

XIX. SULFONAMIDES

Products in this group are used to treat a broad range of infections. Some products are specific for either systemic or urinary tract infections while others treat both types. Over the ten year time span the number of prescriptions for sulfonamides has increased 25% while the dollar volume has increased 72%. Sulfonamides represented 2.85% of prescriptions written in 1965 as compared to 4.0% in 1956.

The principal products used in 1956 continue to be major products in 1965. However, approximately 76% of prescriptions written are for 14 out of 173 products audited in 1965 (see Tables 17A and 17B).