

PRODUCT FORMS AND END USE

Global Sales: Ninety-three percent of manufacturers' 1965 sales were in products intended for human use. Veterinary drugs accounted for the remaining seven percent. Ratios have remained relatively unchanged in the last several years. Ninety-four percent of the 1965 ethical drug sales for human use were in dosage form. Dosage-form and bulk-form products equally shared the 1965 veterinary drug market.

U.S. Sales: Bulk sales made up 57 percent of the veterinary market in 1965. However, importance of veterinary sales in bulk form increased only in recent years. For instance, while in 1960 bulk products accounted for one-third of total veterinary sales, every year since then they have accounted for more than half. In contrast, during the same period dosage-form products for human use have consistently accounted for 95 percent.

Chart 3

