

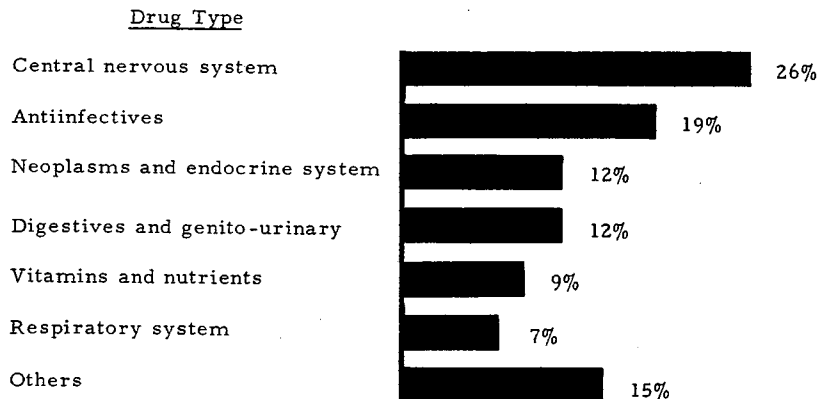
PRODUCT CLASSES^{1/}

Growth: Fifty-eight PMA members, accounting for 90 percent of the industry's sales, reported a 12 percent sales increase in 1965, a growth rate considerably higher than the eight percent growth between 1963 and 1964. The detailed product data in Table 3 are based on an analysis of these firms' reports.

From 1963 to 1964 the sales volume of drugs affecting neoplasms, endocrine systems and metabolic diseases increased 24 percent. However, the rate slowed down to 5.6 percent from 1964 to 1965. While sales of respiratory drugs rose the fastest in 1965, the greatest increase in sales revenue came from central nervous system products and anti-infectives, \$88 million and \$65 million respectively. These two product groups accounted for almost half of total sales in 1965 (see Chart 4).

Chart 4

1965 Sales, Product Group Percentages



^{1/} Unlike most sections of this report, the following analysis does not represent the entire industry and is based on reports received from 58 PMA members.