

U.S. OAB Sales and Shares by Drug (2008–2014)

Drug	Sales							Shares						
	2008	2009	2010	2011	2012	2013	2014	2008	2009	2010	2011	2012	2013	2014
	[A]	[B]	[B]	[C]	[C]	[C]	[C]	[A]	[B]	[B]	[C]	[C]	[C]	[C]
Detrol	\$ 65.8	\$ 64.9	\$ 55.1	\$ 44.6	\$ 38.9	\$ 30.0	\$ 4.3	4.7%	4.4%	4.0%	3.6%	3.1%	1.8%	0.2%
Generic Detrol (tolterodine)	n/a	n/a	n/a	\$ -	\$ 12.5	\$ 26.4	\$ 22.3	n/a	n/a	n/a	0.0%	1.0%	1.6%	1.2%
Detrol LA	\$ 756.2	\$ 756.2	\$ 633.9	\$ 512.4	\$ 447.1	\$ 345.0	\$ 49.7	53.7%	51.5%	45.5%	41.7%	35.3%	20.6%	2.8%
Generic Detrol LA (tolterodine)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 262.7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%
Ditropan	\$ 0.4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Generic Ditropan (oxybutynin)	\$ 7.0	\$ 8.2	\$ 8.4	\$ 6.2	\$ 9.3	\$ 29.4	\$ 48.7	0.5%	0.6%	0.6%	0.5%	0.7%	1.8%	2.7%
Ditropan XL	\$ 17.2	\$ 10.5	\$ 6.6	\$ 5.8	\$ 4.7	\$ 3.8	\$ 3.5	1.2%	0.7%	0.5%	0.5%	0.4%	0.2%	0.2%
Generic Ditropan XL (oxybutynin)	\$ 150.6	\$ 149.3	\$ 138.4	\$ 90.8	\$ 82.0	\$ 83.5	\$ 87.1	10.7%	10.2%	9.9%	7.4%	6.5%	5.0%	4.8%
Enablex	\$ 170.9	\$ 196.1	\$ 214.6	\$ 170.0	\$ 170.0	\$ 126.3	\$ 80.0	12.1%	13.4%	15.4%	13.8%	13.4%	7.5%	4.4%
Generic Enablex (darifenacin)	n/a	n/a	n/a	\$ -	\$ -	\$ -	\$ -	n/a	n/a	n/a	0.0%	0.0%	0.0%	0.0%
Gelnique	\$ -	\$ 7.4	\$ 12.8	\$ 20.8	\$ 19.0	\$ 12.5	\$ 8.3	0.0%	0.5%	0.9%	1.7%	1.5%	0.7%	0.5%
Myrbetriq	n/a	n/a	n/a	\$ -	\$ 8.9	\$ 96.0	\$ 237.2	n/a	n/a	n/a	0.0%	0.7%	5.7%	13.1%
Oxytrol	\$ 36.0	\$ 33.5	\$ 24.5	\$ 14.0	\$ 14.3	\$ 15.8	\$ 12.6	2.6%	2.3%	1.8%	1.1%	1.1%	0.9%	0.7%
Sanctura	\$ 34.8	\$ 24.4	\$ 13.8	\$ 3.0	\$ 0.9	\$ 0.6	\$ 0.4	2.5%	1.7%	1.0%	0.2%	0.1%	0.0%	0.0%
Generic Sanctura (trospium)	\$ -	\$ -	\$ 4.2	\$ 7.7	\$ 10.0	\$ 10.8	\$ 10.4	0.0%	0.0%	0.3%	0.6%	0.8%	0.6%	0.6%
Sanctura XR	\$ 33.8	\$ 41.3	\$ 46.4	\$ 53.8	\$ 35.4	\$ 5.5	\$ 1.2	2.4%	2.8%	3.3%	4.4%	2.8%	0.3%	0.1%
Generic Sanctura XR (trospium)	n/a	n/a	n/a	\$ -	\$ 17.8	\$ 21.6	\$ 19.9	n/a	n/a	n/a	0.0%	1.4%	1.3%	1.1%
Toviaz	\$ -	\$ 10.8	\$ 54.7	\$ 94.0	\$ 115.2	\$ 120.0	\$ 133.0	0.0%	0.7%	3.9%	7.7%	9.1%	7.2%	7.4%
Urispas	\$ 0.3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Generic Urispas (flavoxate)	\$ 4.3	\$ 4.2	\$ 3.8	\$ 2.0	\$ 1.8	\$ 1.4	\$ 1.1	0.3%	0.3%	0.3%	0.2%	0.1%	0.1%	0.1%
Vesicare	\$ 131.4	\$ 162.0	\$ 175.0	\$ 202.9	\$ 277.0	\$ 746.6	\$ 822.9	9.3%	11.0%	12.6%	16.5%	21.9%	44.6%	45.6%
Others	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	\$ 1,408.7	\$ 1,468.8	\$ 1,392.2	\$ 1,228.0	\$ 1,264.8	\$ 1,675.2	\$ 1,805.3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes and sources

Monetary values are in millions of US \$

Sales:

[A] UBS, "U.S. Pharmaceuticals," 11/26/2010, at 70, Table 67

[B] UBS, "U.S. Pharmaceuticals," 8/24/2011, at 86, Table 83

[C] UBS, "U.S. Pharmaceuticals," 1/4/2016, at 90, Figure 82

Shares are calculated based on sales