

U.S. OAB Market Share, Prescriptions, and Sales by Drug (2000–2007)

Drug	Metric	2000	2001	2002	2003	2004	2005	2006	2007
		[A]	[B]	[C]	[D]	[E]	[F]	[G]	[H]
Detrol	Market share	48.0%	31.0%	15.0%	8.0%	5.0%	4.0%	4.0%	3.0%
	Prescriptions	4,287.0	4,255.0	2,269.0	1,199.0	734.0	780.0	597.0	509.0
	Sales	\$ 324.0	\$ 310.0	\$ 185.0	\$ 102.0	\$ 90.0	\$ 67.0	\$ 72.0	\$ 62.0
Detrol LA	Market share	n/a	17.0%	34.0%	40.0%	40.0%	40.0%	42.0%	39.0%
	Prescriptions	n/a	2,370.0	5,096.0	6,382.0	5,873.0	7,016.0	6,915.0	6,776.0
	Sales	n/a	\$ 178.0	\$ 395.0	\$ 545.0	\$ 690.0	\$ 608.0	\$ 793.0	\$ 800.0
Ditropan XL	Market share	24.0%	23.0%	26.0%	28.0%	21.0%	20.0%	16.0%	2.0%
	Prescriptions	2,148.0	3,215.0	3,890.0	4,512.0	3,150.0	3,562.0	2,662.0	362.0
	Sales	\$ 179.0	\$ 240.0	\$ 305.0	\$ 379.0	\$ 400.0	\$ 375.0	\$ 322.0	\$ 52.0
Enablex	Market share	n/a	n/a	n/a	n/a	n/a	2.0%	7.0%	9.0%
	Prescriptions	n/a	n/a	n/a	n/a	n/a	385.0	1,104.0	1,539.0
	Sales	n/a	n/a	n/a	n/a	n/a	\$ 35.0	\$ 118.0	\$ 150.0
Oxytrol	Market share	n/a	n/a	n/a	2.0%	4.0%	3.0%	3.0%	2.0%
	Prescriptions	n/a	n/a	n/a	331.0	533.0	492.0	441.0	395.0
	Sales	n/a	n/a	n/a	\$ 23.0	\$ 39.0	\$ 42.0	\$ 43.0	\$ 35.0
Sanctura	Market share	n/a	n/a	n/a	n/a	1.0%	2.0%	n/a	n/a
	Prescriptions	n/a	n/a	n/a	n/a	76.0	354.0	n/a	n/a
	Sales	n/a	n/a	n/a	n/a	\$ 8.0	\$ 30.0	n/a	n/a
Sanctura/XR	Market share	n/a	n/a	n/a	n/a	n/a	n/a	2.0%	2.0%
	Prescriptions	n/a	n/a	n/a	n/a	n/a	n/a	389.0	429.0
	Sales	n/a	n/a	n/a	n/a	n/a	n/a	\$ 37.0	\$ 50.0
Vesicare	Market share	n/a	n/a	n/a	n/a	n/a	3.0%	8.0%	12.0%
	Prescriptions	n/a	n/a	n/a	n/a	n/a	459.0	1,297.0	2,065.0
	Sales	n/a	n/a	n/a	n/a	n/a	\$ 45.0	\$ 144.0	\$ 245.0
Generic oxybutynin	Market share	26.0%	17.0%	17.0%	14.0%	17.0%	15.0%	17.0%	30.0%
	Prescriptions	2,341.0	2,400.0	2,542.0	2,161.0	2,500.0	2,654.0	2,835.0	5,238.0
	Sales	\$ 41.0	\$ 36.0	\$ 33.0	\$ 28.0	\$ 30.0	\$ 30.0	\$ 54.0	\$ 100.0
Other	Sales	\$ 10.0	\$ 25.0	\$ 19.0	\$ 18.0	\$ 28.0	\$ 30.0	\$ 2.0	\$ -
	Total	\$ 554.0	\$ 789.0	\$ 937.0	\$ 1,095.0	\$ 1,285.0	\$ 1,262.0	\$ 1,585.0	\$ 1,494.0

Notes and sources

Prescriptions are in thousands Sales are in millions of \$U S

- [A] Cowen and Company, "Therapeutic Categories Outlook," 10/2001, at 301
- [B] Cowen and Company, "Therapeutic Categories Outlook," 10/2002, at 366
- [C] Cowen and Company, "Therapeutic Categories Outlook," 10/2003, at 434
- [D] Cowen and Company, "Therapeutic Categories Outlook," 3/2004, at 522
- [E] Cowen and Company, "Therapeutic Categories Outlook," 10/2005, at 664
- [F] Cowen and Company, "Therapeutic Categories Outlook," 10/2006, at 804
- [G] Cowen and Company, "Therapeutic Categories Outlook," 10/2007, at 1020
- [H] Cowen and Company, "Therapeutic Categories Outlook," 9/2008, at 1155