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	1%	15.0%		8.0%	5.0%	4.0	%	4.0%		3.0%
	Prescriptions		4,287.0	4,255	5.0	2,269.0		1,199.0	734.0	780	0.0	597.0		509.0
	Sales	\$	324.0	\$ 310	0.0	\$ 185.0	\$	102.0	\$ 90.0	\$ 67	0.	\$ 72.0	\$	62.0
Detrol LA	Market share		n/a	17.0	1%	34.0%		40.0%	40.0%	40.0	%	42.0%		39.0%
	Prescriptions		n/a	2,370	0.0	5,096.0		6,382.0	5,873.0	7,016	0.0	6,915.0		6,776.0
	Sales		n/a	\$ 178	3.0	\$ 395.0	\$	545.0	\$ 690.0	\$ 608	3.0	\$ 793.0	\$	800.0
Ditropan XL	Market share		24.0%	23.0	1%	26.0%		28.0%	21.0%	20.0	%	16.0%		2.0%
	Prescriptions		2,148.0	3,21	0.6	3,890.0		4,512.0	3,150.0	3,562	2.0	2,662.0		362.0
	Sales	\$	179.0	\$ 240	0.0	\$ 305.0	\$	379.0	\$ 400.0	\$ 37!	0.6	\$ 322.0	\$	52.0
Enablex	Market share		n/a	r	/a	n/a		n/a	n/a	2.0	%	7.0%		9.0%
	Prescriptions		n/a	r	/a	n/a		n/a	n/a	38!	0.6	1,104.0		1,539.0
	Sales		n/a	r	/a	n/a		n/a	n/a	\$ 3!	0.6	\$ 118.0	\$	150.0
Oxytrol	Market share		n/a	r	/a	n/a		2.0%	4.0%	3.0	%	3.0%		2.0%
	Prescriptions		n/a	r	/a	n/a		331.0	533.0	492	2.0	441.0		395.0
	Sales		n/a	r	/a	n/a	\$	23.0	\$ 39.0	\$ 42	2.0	\$ 43.0	\$	35.0
Sanctura	Market share		n/a	ŗ	/a	n/a		n/a	1.0%	2.0	%	n/a		n/a
	Prescriptions		n/a	r	/a	n/a		n/a	76.0	354	1.0	n/a		n/a
	Sales		n/a	r	/a	n/a		n/a	\$ 8.0	\$ 30	0.0	n/a		n/a
Sanctura/XR	Market share		n/a	r	/a	n/a		n/a	n/a	r	/a	2.0%		2.0%
	Prescriptions		n/a	r	/a	n/a		n/a	n/a	r	/a	389.0		429.0
	Sales		n/a	r	/a	n/a		n/a	n/a	r	/a	\$ 37.0	\$	50.0
Vesicare	Market share		n/a	r	/a	n/a		n/a	n/a	3.0	%	8.0%		12.0%
	Prescriptions		n/a	r	/a	n/a		n/a	n/a	459	0.0	1,297.0		2,065.0
	Sales		n/a	r	/a	n/a		n/a	n/a	\$ 4!	0.6	\$ 144.0	\$	245.0
Generic oxybutynin	Market share		26.0%	17.0	1%	17.0%		14.0%	17.0%	15.0	%	17.0%		30.0%
	Prescriptions		2,341.0	2,400	0.0	2,542.0		2,161.0	2,500.0	2,654	1.0	2,835.0		5,238.0
	Sales	\$	41.0	\$ 36	5.0	\$ 33.0	\$	28.0	\$ 30.0	\$ 30	0.0	\$ 54.0	\$	100.0
Other	Sales	\$	10.0	\$ 25	5.0	\$ 19.0	\$	18.0	\$ 28.0	\$ 30	0.0	\$ 2.0	\$	-
Total	Sales	\$	554.0	\$ 789	0.0	\$ 937.0	\$	1,095.0	\$ 1,285.0	\$ 1,262	0.0	\$ 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

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