

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	\$ 497	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%	0.3%	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%
Gelique	\$ -	\$ 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 \$U.S.

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