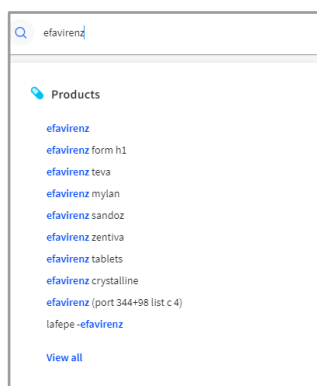


# US Market Share Module

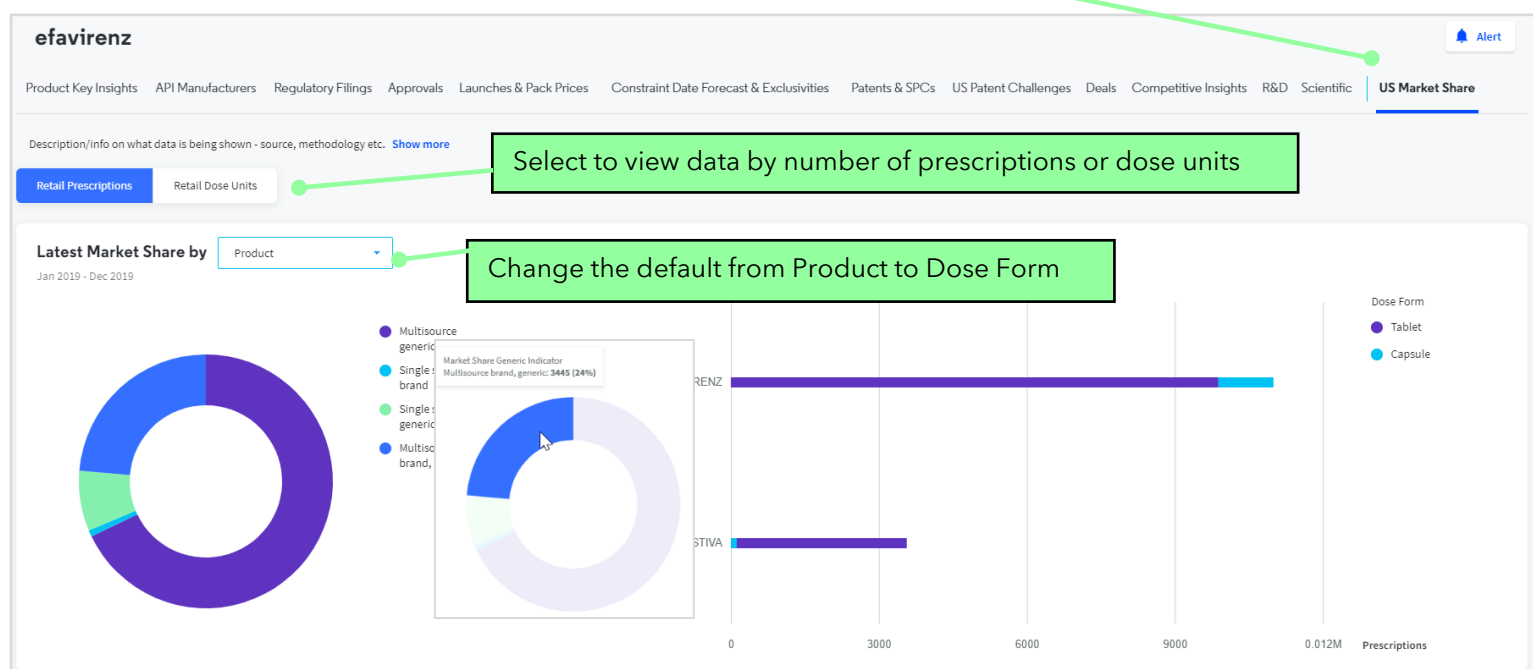
The Cortellis Product Intelligence US Market Share Module provides you with ten years of product market share history that can be analyzed by dose form, strength, marketer, and brand vs. generic. This module seamlessly integrates with Cortellis Product Intelligence Premium base systems and considerably enhances the visibility of industry dynamics and insight into the US pharmaceutical market.

**Example: Analyse the US Market Landscape for efavirenz. Discover what share of the market belongs to brand versus generic. View data on dose forms and marketers.**

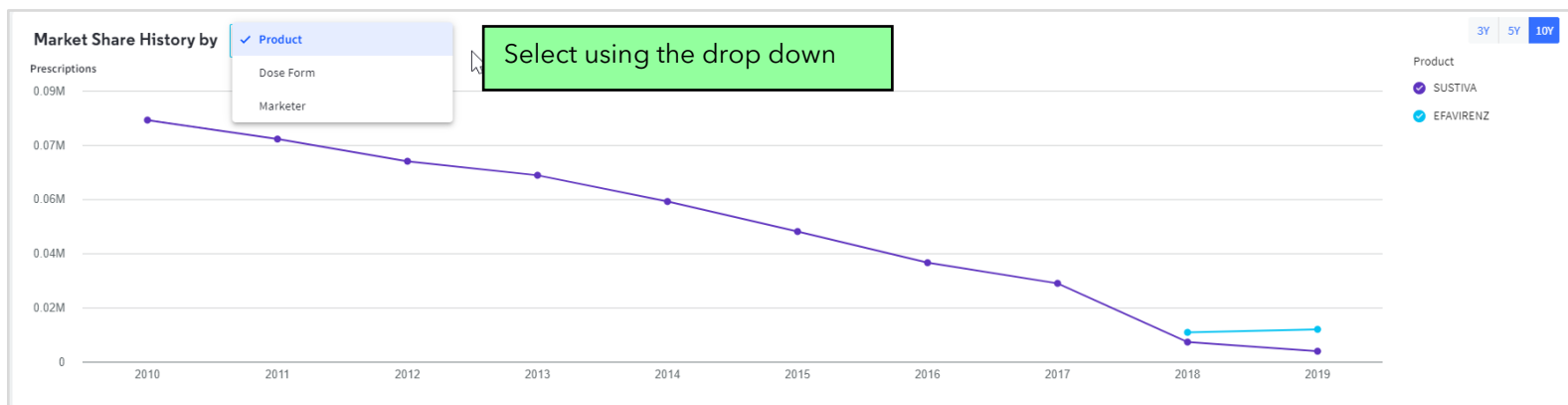
1. Run a **Quick Search** to find the product of interest by typing in the name and choosing from the list that appears. Let's search for elavirenz.



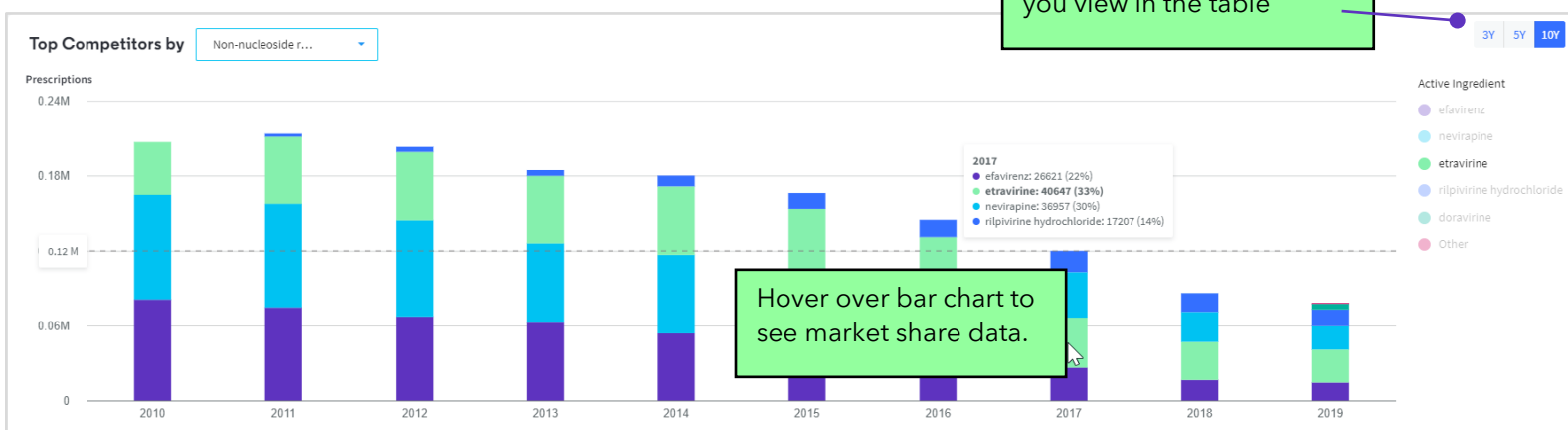
2. Click the **US Market Share tab** in the product record. The first table shows generic market share versus the brand name product. \* See definitions of generic indicators at end of this guide.



3. Scroll down the page to view the **Market Share History** that shows the last 10 years of data by Product, Dose Form or Marketer. Here we can see the market share impact on the brand name product when the generic was launched.



4. Scroll further to **analyse competitors.**



**Pharmaceutical Equivalents** - FDA considers drug products to be pharmaceutical equivalents if they contain the same active ingredient(s), are of the same dosage form and route of administration and are identical in strength or concentration. Pharmaceutically equivalent drugs products may differ in shape, release mechanism, labeling, scoring, and excipients and may or may not be therapeutically equivalent. Only therapeutically equivalent products are interchangeable.

**Multisource brand, generic** - a brand-name drug for which pharmaceutical equivalents are available. At least one of the pharmaceutically equivalent drugs is a generic.

**Multisource brand, no generic** - a brand-name drug for which pharmaceutical equivalents are available. None of the pharmaceutically equivalent drugs is a generic.

**Multisource generic** - a generic drug for which pharmaceutical equivalents, including other Product, are available.

Other/unavailable - surgical devices, cosmetics, and chemicals for compounding.

**Over the counter (OTC)** - a pharmaceutical product available without prescription. Includes brand-name drugs, Product, and repackaged drugs.

**Single source brand** - a brand-name drug with no pharmaceutical equivalents available. The drug may, however, be available via a repackager.

**Single source generic** - a generic drug, including a branded generic, with no generic pharmaceutical equivalents

**Data in the USMSM is updated quarterly.**

For more information contact Customer Service at [LS Product Support](#)