



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**



CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE ALBERTA PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 26.7%

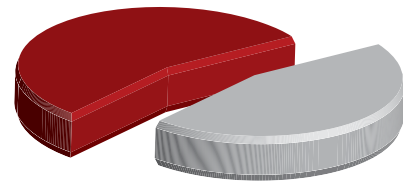


BRAND-NAME 73.3%

MARKET SIZE: \$2.1 BILLION

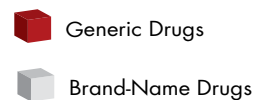
PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 57.2%



BRAND 42.8%

36 MILLION PRESCRIPTIONS



YEAR 2009

SOURCE: **ims**