



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

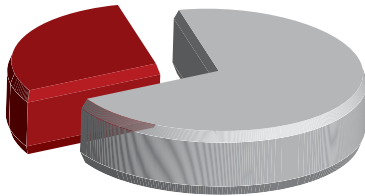


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE **MANITOBA** PRESCRIPTION DRUG MARKET

**PERCENTAGE OF
TOTAL MARKET COST**

GENERIC 29.4%

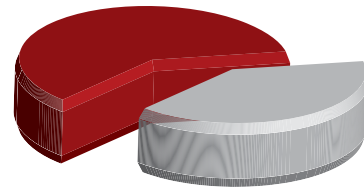


BRAND-NAME 70.6%

MARKET SIZE: \$661 MILLION



**PERCENTAGE OF TOTAL
NUMBER OF PRESCRIPTIONS**

GENERIC 60.5%



BRAND 39.5%

14.1 MILLION PRESCRIPTIONS

 Generic Drugs
 Brand-Name Drugs

YEAR 2009

SOURCE: **ims**