



**GENERIC DRUGS  
SAME QUALITY  
BETTER PRICE**

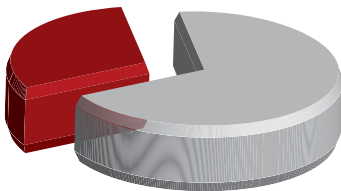


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

## THE **NEW BRUNSWICK** PRESCRIPTION DRUG MARKET

### PERCENTAGE OF TOTAL MARKET COST

**GENERIC 30.6%**

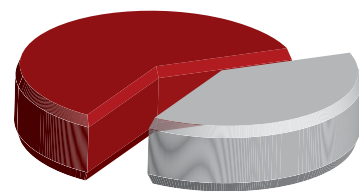


**BRAND-NAME 69.4%**

**MARKET SIZE: \$543 MILLION**

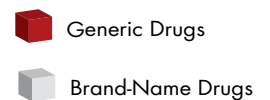
### PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

**GENERIC 60.9%**



**BRAND 39.1%**

**9.5 MILLION PRESCRIPTIONS**



**YEAR 2009**

SOURCE: **ims**