



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

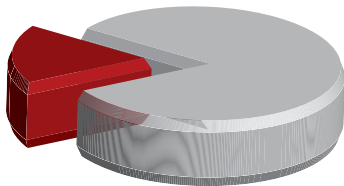


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE **QUEBEC** PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 17.7%

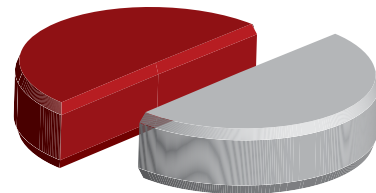


BRAND-NAME 82.3%

MARKET SIZE: \$5.6 BILLION

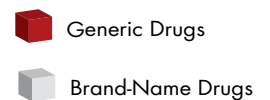
PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 50.4%



BRAND 49.6%

193 MILLION PRESCRIPTIONS



YEAR 2009

SOURCE: **ims**