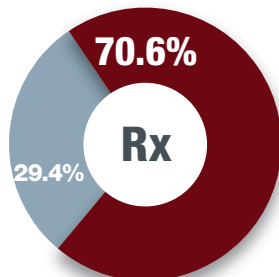


**Market Size and Cost**

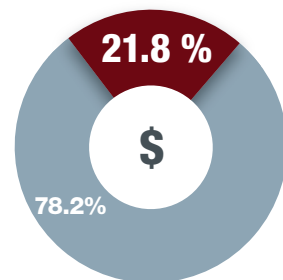
Generic medicine accounts for 70.6% of all retail prescriptions filled in 2017. This equates to **474 million prescriptions.**

Generic medicine represents **only 21.8%** of the total market cost. Generic drugs account for \$6 billion while **brand-name drugs cost \$21.5 billion.**

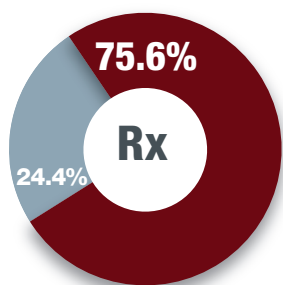


**672 Million Prescriptions**

**27.5 Billion Dollars**

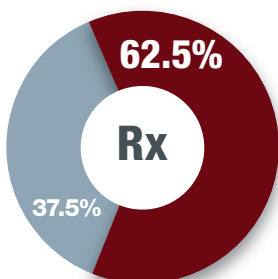


**Percentage Usage of Generic Medicines**



**Public Sector**

**Private Sector**



Public sector use of generic medicine is significantly greater than in the private sector.

For every one percent increase in the use of generic medicine, Canada would have saved **\$526,500,000** in 2017.

■ generic medicine  
■ brand-name drugs

Source: IQVIA



05/10/2018

**Generic Drugs. Same Quality. Lower Price.**