

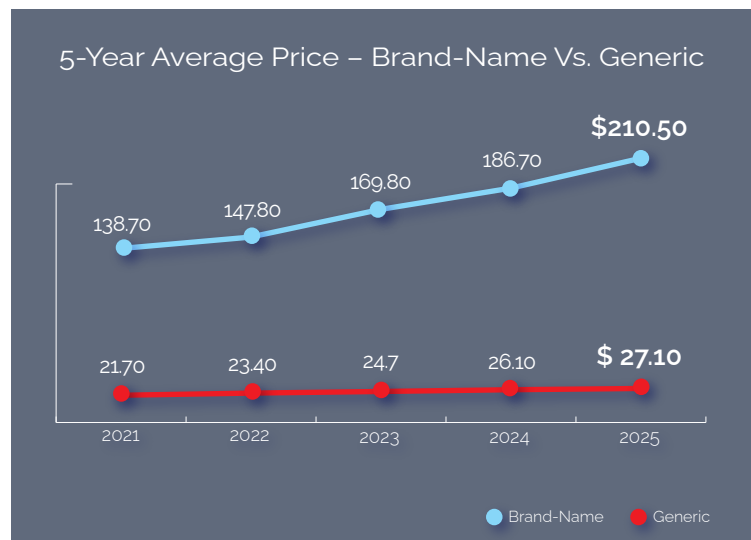
# The Value of Generic Medicines

## The Gap...

Over the last five years the gap between the average price of a brand-name prescription and the average price of a generic prescription has increased. Generic prescription medicines have the same active ingredient, the same amount of active ingredient and work the same way in the body as the brand-name drug. The opportunity for substantial savings is available.

## The Opportunity...

In 2025 the average price of a **brand-name prescription was \$210**, while the average price of a generic was only **\$27**. Increasing the use of generics by 1% would save hundreds of millions of healthcare dollars.



## Savings from 1% Increase in the Use of Generics

REGION	PRIVATE SECTOR	PUBLIC SECTOR	TOTAL SAVING
Canada	\$ 349.0	\$ 249.1	\$ 598.1
BC	\$ 27.9	\$ 15.6	\$ 43.5
AB	\$ 35.7	\$ 26.1	\$ 61.8
SK	\$ 7.8	\$ 7.3	\$ 15.1
MN	\$ 7.1	\$ 8.4	\$ 15.5
ON	\$ 160.7	\$ 122.9	\$ 283.6
QC	\$ 72.9	\$ 49.5	\$ 122.4
NB	\$ 13.7	\$ 6.6	\$ 20.3
NS	\$ 13.8	\$ 7.2	\$ 21.0
PEI/NFLD	\$ 9.6	\$ 5.4	\$ 15.0

## The Wider Impact...

**Increased use of generic medicines delivers benefits beyond healthcare savings.** Generic pharmaceutical manufacturers operate significant manufacturing facilities in Canada and contribute to domestic production of both finished medicines and active pharmaceutical ingredients (APIs).

**Maintaining and expanding this capacity supports high-value jobs, strengthens Canada's life sciences sector, and helps ensure a more secure and reliable supply of essential prescription medicines.**

\*Average retail price is based on total price of prescriptions (price of drug plus any mark-ups and professional dispensing fees) divided by estimated prescriptions dispensed in Canadian retail pharmacies (excludes hospitals; includes retail new and refills).

1% Savings Source: IQVIA data and CIHI public private market share. Twelve-months ending Dec. 2025.