

THE GLOBAL RISE OF GENERICS

In many countries around the world, scepticism around generic drugs endures, in spite of the fact that they are "bioequivalent" to (chemically the same as) their branded counterparts. But this attitude seems to be shifting as much cheaper generic drugs make up an increasing share of the global market, receiving a larger proportion of drug spend and, in so doing, saving countries billions of dollars

WHAT GENERIC DRUGS HAVE DONE FOR THE UNITED STATES

\$2trn

saved by the healthcare system over the last 10 years

\$5.7bn

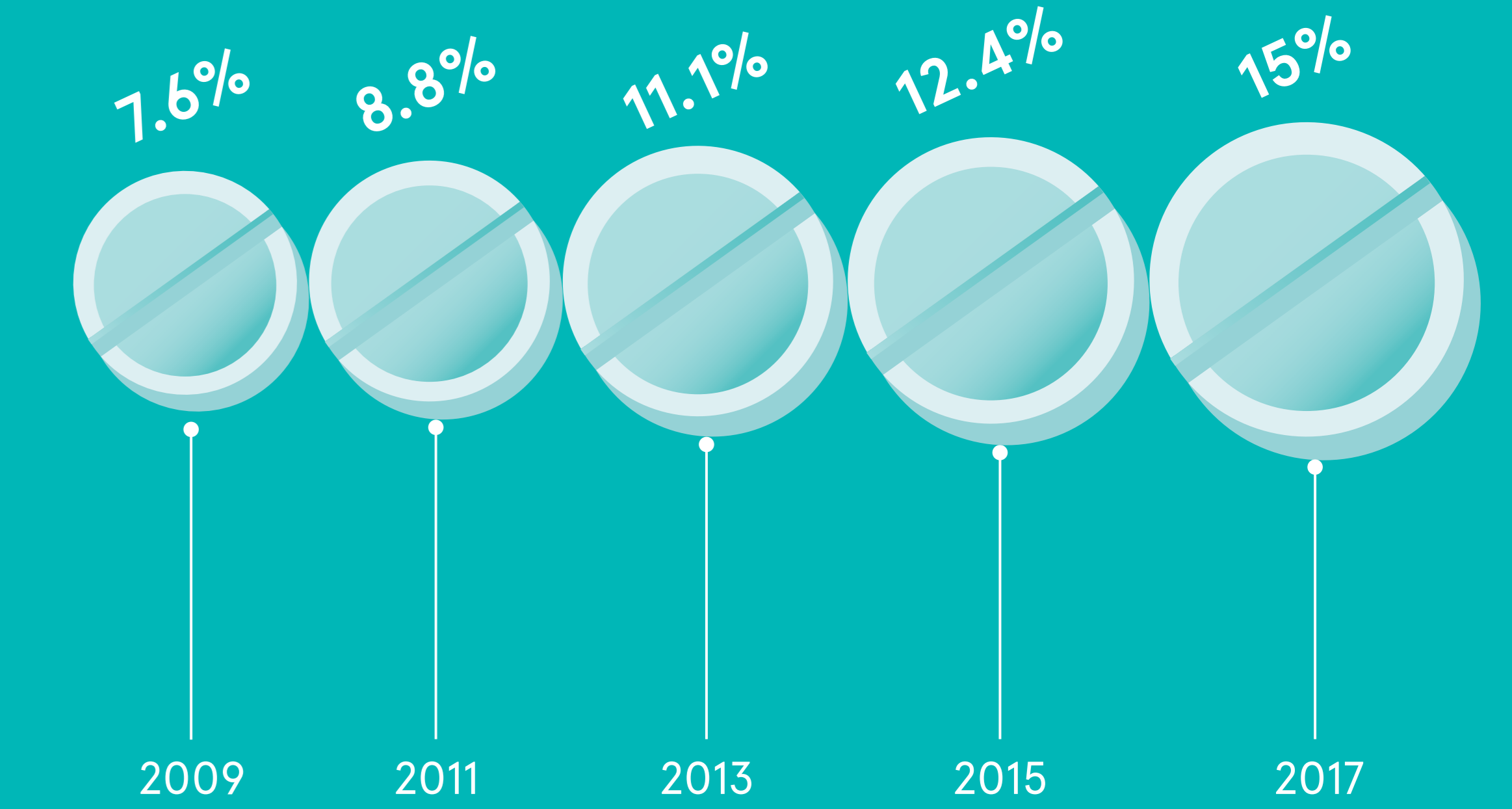
saved per state in 2018 alone

But only **22%**

of drug spending has gone towards them

SALES SHARE OF GENERICS IN THE DOMESTIC DRUG MARKET IN JAPAN FROM 2009 TO 2017

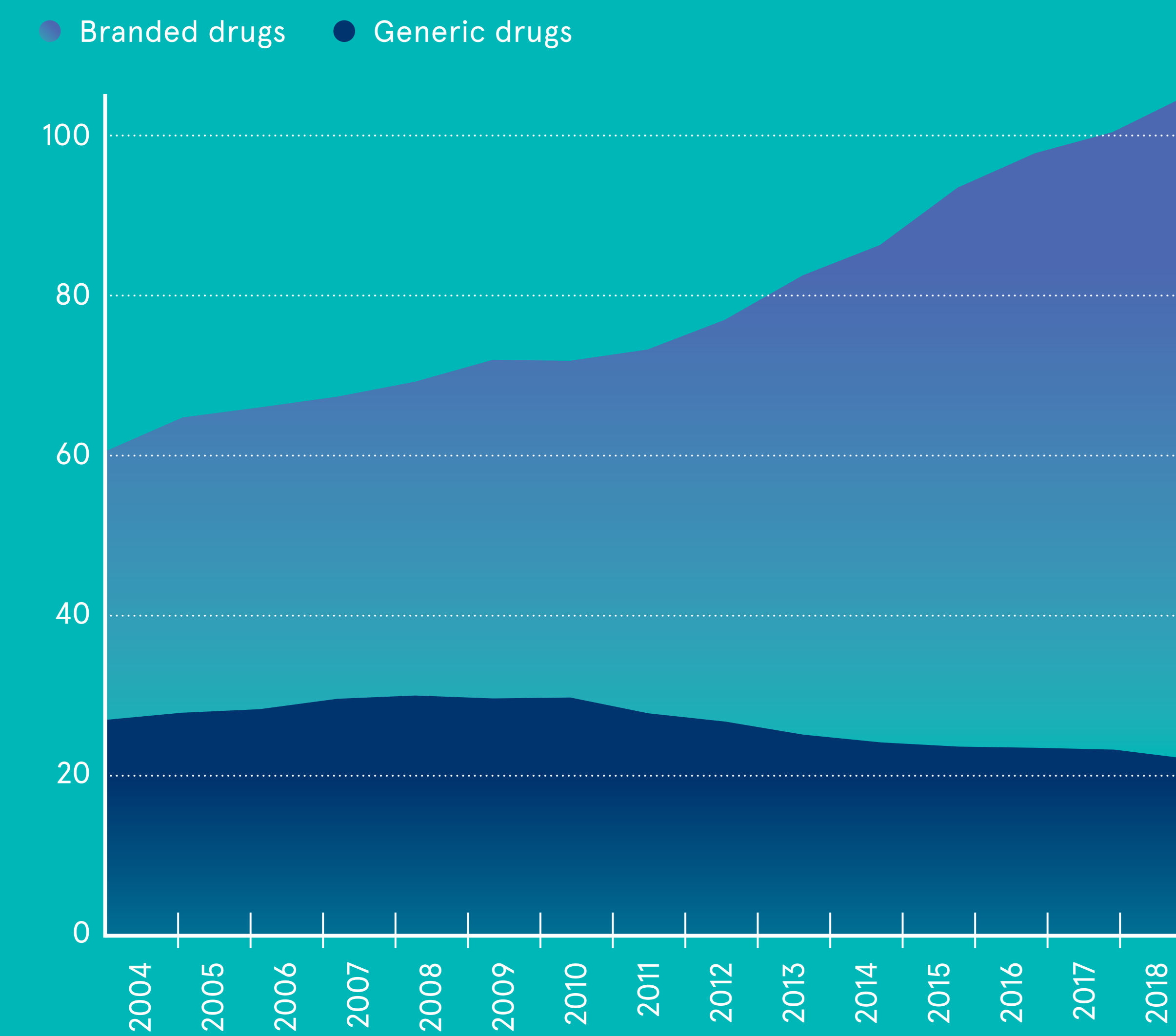
Ministry of Health, Labour and Welfare 2019



CANADIAN GENERIC AND BRAND NAME MEDICINE AVERAGE RETAIL PRICE PER PRESCRIPTION FROM 2004 TO 2018

In Canadian dollars

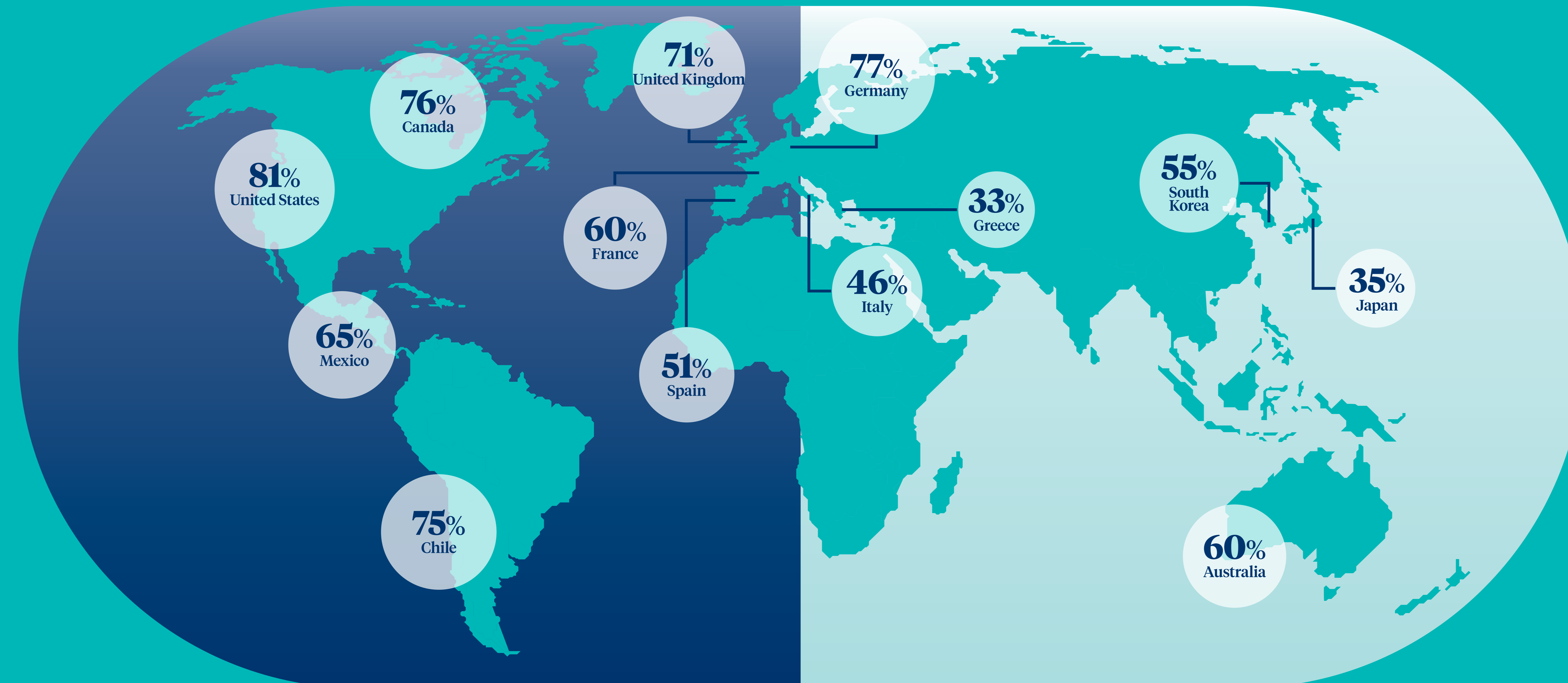
OVIA and Canadian Generic Pharmaceutical Association 2019



WHAT PERCENTAGE OF ALL PRESCRIPTION DRUGS SOLD WERE ATTRIBUTABLE TO GENERICS IN 2018?

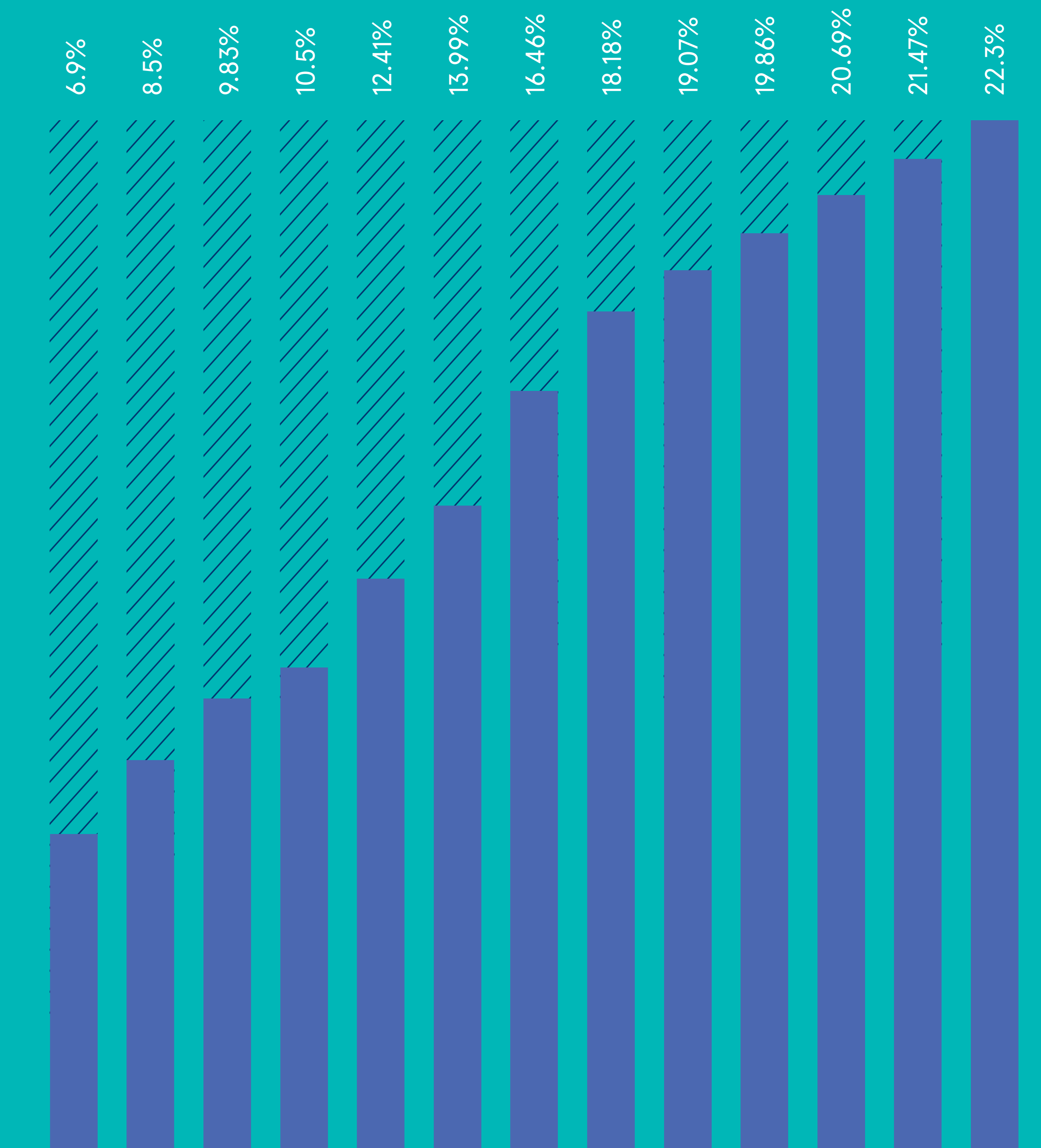
By selected OECD country

IQVIA 2019



VOLUME MARKET SHARE OF GENERIC DRUGS IN ITALY FROM 2006 TO 2018

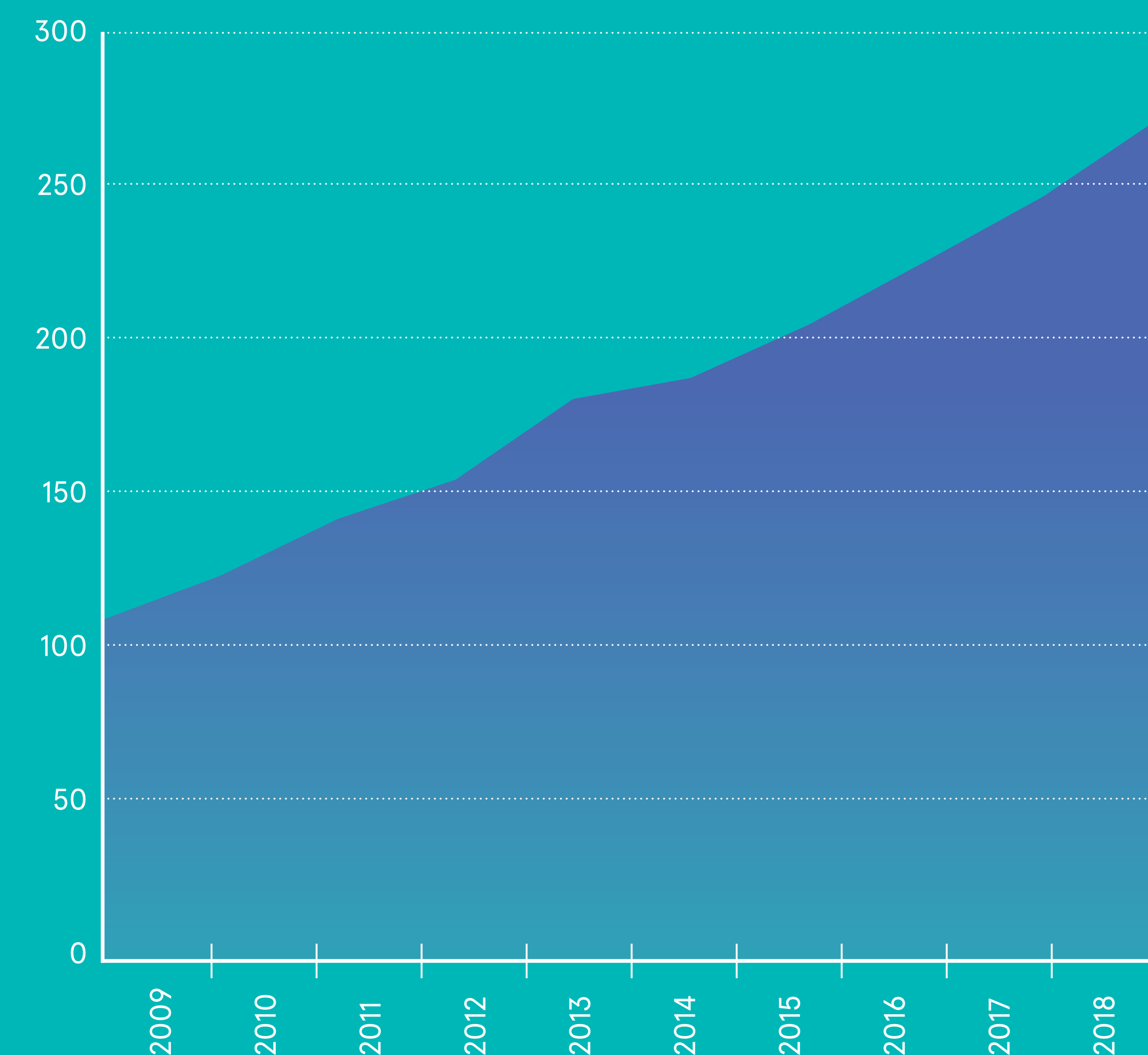
Assogenerici 2018



ANNUAL SAVINGS FROM GENERICS IN THE USA FROM 2009 TO 2018

In billions of US dollars

Association for Accessible Medicines 2019



PROJECTED GENERIC PHARMACEUTICALS MARKET VALUE IN LATIN AMERICA FROM 2018 TO 2023

Projected value in billion US dollars

Statista 2019



THE PROPORTION OF MEDICINE SPEND IN THE UK ON GENERICS VS BRANDS FROM 2010 TO 2017

In billions of pounds sterling

National Audit Office with Department of Health & Social Care 2018

