

Table 153. Retail Prescription Drug Sales: 1995 to 2008

[2,125 represents 2,125,000,000]

Sales outlet	Unit	1995	2000	2002	2003	2004	2005	2006	2007	2008
		Number of prescriptions	Mil.	2,125	2,865	3,139	3,215	3,274	3,279	3,420
Traditional chain	Mil.	908	1,335	1,463	1,483	1,500	1,518	1,605	1,660	1,684
Independent	Mil.	672	698	719	736	738	714	732	745	732
Mass merchant.	Mil.	238	293	339	345	353	359	375	390	400
Supermarkets	Mil.	221	394	444	462	470	465	476	478	481
Mail order	Mil.	86	146	174	189	214	223	232	242	238
Percent distribution of brand/generic mix:										
Brand drugs.	Percent.	59.8	57.6	57.9	55.0	54.1	50.6	46.8	41.8	35.5
Generic drugs	Percent.	40.2	42.4	42.1	45.0	47.5	51.3	53.2	58.2	64.5
Retail sales	Bil. dol.	72.2	145.6	182.7	204.2	220.1	232.0	250.6	259.4	253.6
Traditional chain	bil. dol.	27.8	59.1	73.3	82.6	87.5	91.8	100.6	104.8	104.1
Independent	bil. dol.	22.0	33.4	38.0	41.2	43.3	44.6	46.2	47.2	43.8
Mass merchant.	bil. dol.	7.7	13.5	18.0	20.0	21.5	22.5	24.3	25.7	24.8
Supermarkets	bil. dol.	7.4	17.4	23.1	25.2	26.9	27.6	28.9	28.5	25.8
Mail order	bil. dol.	7.4	22.1	30.2	35.0	40.8	45.5	50.5	53.1	55.1
Average prices ¹										
All prescriptions	Dollars	30.01	45.79	55.37	59.52	62.64	63.87	66.97	69.91	71.69
Brand drugs.	Dollars	40.22	65.29	77.49	85.57	91.80	97.65	107.48	119.51	121.18
Generic drugs	Dollars	14.84	19.33	24.89	27.69	28.23	29.21	31.39	34.34	35.22
Average prescription cost ¹										
Manufacturer receives	Dollars	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	66.97	69.91	(NA)
Wholesaler receives	Dollars	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	51.97	54.30	(NA)
Wholesaler receives	Dollars	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	2.07	2.44	(NA)
Retailer receives.	Dollars	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	12.93	13.17	(NA)

 NA Not available. ¹ Excludes mail order.

 Source: National Association of Chain Drug Stores, Alexandria, VA, *NACDS Foundation Chain Pharmacy Industry Profile, 2008* (copyright); <<http://www.nacds.org>>.