Why are some medicines so expensive today?

Nearly 90% of prescriptions are for generic medicines. The other 10% are more expensive because they’re for newer, innovative medicines—many of which are for serious, hard-to-treat conditions.

The innovative medicines we provide today allow us to continue to invest in the development of new and promising treatments for tomorrow.

In the past 12 months alone, 70 million Americans (almost 1 in every 3 adults) took a generic version of Pfizer’s innovative medicines.

Innovative medicines become generic after a certain period of time. This is why we have lower-cost, effective options for treating conditions like heart disease and depression today. In the future, as more innovative medicines become generic, lower-cost options will extend to cancer, rheumatoid arthritis and other diseases.