

NEW NIELSEN - PRICE VALUE CATEGORY
TOTAL U.S.
JANUARY 1991

	SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<u>NATIONAL</u>								
UNBRANDED GENERICS	4.39	4.15	4.39	3.35	2.01	1.71	2.01	0.72
TOTAL BRANDED GENERICS	11.40	11.30	11.40	11.00	1.01	0.68	1.01	1.43
TOTAL SUB GENERICS	4.46	4.18	4.46	2.84	3.38	3.21	3.38	2.30
PRICE VALUE 25'S	0.79	0.78	0.79	0.91	-0.28	-0.32	-0.28	-0.32
TOTAL PRICE OFF	1.09	1.12	1.09	1.02	0.10	0.09	0.10	-0.00
TOTAL PRICE VALUE	22.13	21.53	22.13	19.13	6.21	5.37	6.21	4.12
<u>REGION 1</u>								
UNBRANDED GENERICS	1.86	1.86	1.86	1.74	0.46	0.34	0.46	-0.08
TOTAL BRANDED GENERICS	6.88	6.62	6.88	6.01	1.59	1.13	1.59	1.21
TOTAL SUB GENERICS	2.64	2.38	2.64	1.48	2.07	1.86	2.07	1.19
PRICE VALUE 25'S	0.58	0.55	0.58	0.67	-0.09	-0.16	-0.09	-0.14
TOTAL PRICE OFF	0.87	0.88	0.87	0.78	0.13	0.12	0.13	0.00
TOTAL PRICE VALUE	12.84	12.30	12.84	10.67	4.16	3.30	4.16	2.18
<u>REGION 2</u>								
UNBRANDED GENERICS	2.05	2.00	2.05	1.91	0.31	0.23	0.31	-0.03
TOTAL BRANDED GENERICS	11.42	11.56	11.42	11.31	0.55	0.35	0.55	1.23
TOTAL SUB GENERICS	4.13	3.76	4.13	2.32	3.51	3.17	3.51	2.00
PRICE VALUE 25'S	0.43	0.46	0.43	0.56	-0.28	-0.25	-0.28	-0.29
TOTAL PRICE OFF	1.06	1.11	1.06	0.99	0.20	0.22	0.20	0.12
TOTAL PRICE VALUE	19.09	18.89	19.09	17.08	4.28	3.72	4.28	3.03
<u>REGION 3</u>								
UNBRANDED GENERICS	4.91	4.61	4.91	3.78	2.03	1.74	2.03	0.74
TOTAL BRANDED GENERICS	14.72	14.70	14.72	14.62	1.05	0.80	1.05	1.76
TOTAL SUB GENERICS	6.98	6.46	6.98	4.50	5.17	4.82	5.17	3.63
PRICE VALUE 25'S	0.65	0.67	0.65	0.86	-0.46	-0.47	-0.46	-0.47
TOTAL PRICE OFF	1.06	1.08	1.06	0.97	0.10	0.09	0.10	-0.02
TOTAL PRICE VALUE	28.33	27.52	28.33	24.72	7.88	6.98	7.88	5.64
<u>REGION 4</u>								
UNBRANDED GENERICS	7.11	6.63	7.11	4.95	4.34	3.85	4.34	1.78
TOTAL BRANDED GENERICS	11.76	11.77	11.76	11.68	0.50	0.28	0.50	1.43
TOTAL SUB GENERICS	5.24	5.04	5.24	3.72	3.41	3.47	3.41	2.79
PRICE VALUE 25'S	1.26	1.26	1.26	1.41	-0.39	-0.39	-0.39	-0.36
TOTAL PRICE OFF	1.34	1.38	1.34	1.35	-0.07	-0.01	-0.07	-0.06
TOTAL PRICE VALUE	26.71	26.14	26.71	23.11	7.79	7.19	7.79	5.59
<u>REGION 5</u>								
UNBRANDED GENERICS	5.66	5.49	5.66	4.41	2.54	2.22	2.54	1.19
TOTAL BRANDED GENERICS	10.95	10.85	10.95	10.39	1.16	0.95	1.16	1.44
TOTAL SUB GENERICS	2.03	2.37	2.03	1.58	1.84	2.18	1.84	1.45
PRICE VALUE 25'S	1.04	0.94	1.04	1.05	-0.12	-0.31	-0.12	-0.33
TOTAL PRICE OFF	1.04	1.06	1.04	0.96	0.12	0.02	0.12	-0.10
TOTAL PRICE VALUE	20.72	20.70	20.72	18.38	5.55	5.05	5.55	3.65