

# Citalopram prices depressed last month

Price offers on citalopram, cutting a fifth or a quarter off December's lowest prices, stand out from this month's 'fast movers' chart (see Figure 1). Average prices for the antidepressant, however, showed little more than double-digit declines, indicating that most suppliers were keeping closer to their prices from the previous month. Compared with Lundbeck's Cipramil, January's lowest prices for 28-tablet packs of citalopram 10mg, 20mg and 40mg represented discounts to the brand of between 95% and 97%.

Competition to offer the lowest lamotrigine prices to independent pharmacists and dispensing doctors continued unabated last month, with average prices mostly falling by double-digit amounts. Individual

offers fell faster than the average, however, such that 28-tablet packs of lamotrigine 50mg could be bought for £0.84 (US\$1.64), offering a 98% discount to the equivalent Lamictal brand from GlaxoSmithKline.

Amongst the 'biggest fallers' in Figure 2, the lowest price for 28-tablet packs of omeprazole 10mg fell by 35%, but at £2.51 the price was still more than three-times higher than for equivalent capsules.

Dramatic four-fold average price rises for bendroflumethiazide put the diuretic at the top of the 'biggest risers' in Figure 3. Despite the average price hikes, much lower prices were apparently still being quoted in the market. By comparison, average amitriptyline and diazepam prices only experienced a near two-fold rise. **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Fluconazole caps 150mg 1	£0.18	+6	£0.31	-25
Doxazosin tabs 4mg 28	£0.65	-13	£1.02	-13
Amoxicillin susp. 250mg/5ml 100ml	£0.36	-3	£0.53	-7
Doxazosin tabs 2mg 28	£0.27	-10	£0.44	-5
Aspirin disp. tabs 75mg 28	£0.12	±0	£0.17	-4
Omeprazole tabs 10mg 28	£2.51	-35	£5.83	-4

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Bendroflumethiazide tabs 2.5mg 28	£0.08	±0	£0.52	+293
Bendroflumethiazide tabs 5mg 28	£0.10	+11	£0.40	+126
Amitriptyline tabs 50mg 28	£0.22	+5	£0.58	+88
Amitriptyline tabs 25mg 28	£0.17	+70	£0.45	+86
Diazepam tabs 5mg 28	£0.12	+9	£0.30	+81
Diazepam tabs 2mg 28	£0.11	-8	£0.28	+80

Figure 1 (below): Comparison between the periods 1-31 December 2006 and 1-24 January 2007 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 17 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-31

December 2006 and 1-24 January 2007 in lowest and average UK market prices of about 120 commonly-dispensed generics. The basket specifically excludes the 'fast movers' shown below, but includes other presentations of the same products. Each average price was calculated from at least 22 data points (Source - WaveData).

FAST MOVERS					FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)	Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£1.49	-15	£2.71	-7	Lansoprazole caps 30mg 28	£1.99	-12	£2.76	-5
Amlodipine tabs 5mg 28	£0.40	-11	£0.56	+2	Lisinopril tabs 2.5mg 28	£0.13	+18	£0.23	+15
Amlodipine tabs 10mg 28	£0.58	-13	£0.78	+4	Lisinopril tabs 5mg 28	£0.16	+7	£0.28	+16
Carvedilol tabs 3.125mg 28	£0.40	-11	£0.76	-9	Lisinopril tabs 10mg 28	£0.21	+5	£0.40	+13
Carvedilol tabs 6.25mg 28	£0.48	-2	£1.01	-3	Lisinopril tabs 20mg 28	£0.40	-2	£0.66	+7
Carvedilol tabs 12.5mg 28	£0.64	-9	£1.23	-2	Omeprazole caps 10mg 28	£0.70	-11	£0.95	-6
Carvedilol tabs 25mg 28	£0.94	-5	£1.49	+5	Omeprazole caps 20mg 28	£0.69	-7	£1.02	-9
Ciprofloxacin tabs 250mg 10	£0.18	+6	£0.37	+4	Pravastatin tabs 10mg 28	£0.97	±0	£1.71	+5
Ciprofloxacin tabs 500mg 10	£0.23	±0	£0.49	+2	Pravastatin tabs 20mg 28	£1.81	-2	£2.58	+13
Ciprofloxacin tabs 750mg 10	£0.72	-4	£1.15	+6	Pravastatin tabs 40mg 28	£2.47	-17	£3.85	+11
Citalopram tabs 10mg 28	£0.49	-25	£1.02	-10	Ramipril caps 1.25mg 28	£0.27	-7	£0.39	+5
Citalopram tabs 20mg 28	£0.65	-25	£1.42	-14	Ramipril caps 2.5mg 28	£0.36	±0	£0.54	+6
Citalopram tabs 40mg 28	£0.79	-20	£1.75	-8	Ramipril caps 5mg 28	£0.44	-10	£0.75	+3
Clarithromycin tabs 250mg 14	£1.36	-2	£2.00	+3	Ramipril caps 10mg 28	£0.67	-4	£1.01	+9
Clarithromycin tabs 500mg 14	£3.14	-2	£4.22	+3	Sertraline tabs 50mg 28	£0.48	-9	£1.17	+3
Lamotrigine tabs 25mg 56	£0.55	-42	£1.61	-15	Sertraline tabs 100mg 28	£0.69	-30	£1.56	-26
Lamotrigine tabs 50mg 56	£0.84	-33	£2.33	-10	Simvastatin tabs 10mg 28	£0.16	-11	£0.27	+16
Lamotrigine tabs 100mg 56	£1.40	+9	£3.30	-11	Simvastatin tabs 20mg 28	£0.25	-19	£0.44	+6
Lamotrigine tabs 200mg 56	£3.38	-14	£9.96	-5	Simvastatin tabs 40mg 28	£0.66	-15	£0.93	-4
Lansoprazole caps 15mg 28	£0.99	-21	£1.67	-17	Tamsulosin caps 400µg 30	£1.79	-20	£3.24	-12

**PRICE WATCH ..... UK** highlights generics price changes in the UK market and appears exclusively in every issue of **Generics bulletin**, courtesy of the Pharma TouchStone service of WaveData.

WaveData collects and collates pricing information from a number of European countries. In the UK, pricing information about generics, brands and parallel imports is gathered from offers made to independent retail pharmacists and dispensing doctors by wholesalers, suppliers and product manufacturers.

WaveData collates this data and publishes the results as its Pharma TouchStone service. This is designed to give customers of the service fast, accurate, real-time access to current generic prices.

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