

Market avoids giddy year-end changes

The good news for UK generics suppliers was that year-end prices were relatively stable, and that most of the price movement in December was positive. Unlike in December 2005, when the prices of many 'fast movers' made upward surges of 25% or more, the changes in average prices to independent pharmacies and dispensing doctors last month were in the single-digit range (see Figure 1).

Indeed, outside of the fast movers, only one average price fall reached double-digits. This was for seven-capsule packs of omeprazole 40mg, which could be bought on average for £1.00 (US\$1.95).

Antihypertensives had some of the fastest average price rises, with many strengths of carvedilol, lisinopril and ramipril experiencing

double-digit increases. Most of the bargains remained on the market, however, as lowest prices were less affected by changes.

Lamotrigine prices continue to be some of the most volatile and highly-discounted in the UK market. Average prices remained relatively stable, unlike some of the lowest prices on offer. Packs of 56 lamotrigine 100mg tablets could almost be bought for the same price as those of the 25mg strength after the changes. The 100mg strength was available at a staggering 98% discount to the brand.

The lowest price for a single fluconazole 150mg capsule fell 11% to just £0.17 last month. This was less than 40% of the average generic price after this had risen by nearly a half (see Figure 3). **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Omeprazole caps 40mg 7	£0.79	-5	£1.00	-12
Simvastatin tabs 80mg 28	£2.95	-9	£3.90	-7
Ramipril tabs 10mg 28	£1.69	+6	£2.56	-6
Terazosin tabs 5mg 28	£1.40	±0	£2.50	-4
Ramipril tabs 5mg 28	£1.30	7	£2.04	-3
Ibuprofen tabs 40mg 250	£2.15	±0	£2.72	-3

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Fluconazole caps 150mg 1	£0.17	-11	£0.43	+48
Lofepramine tabs 70mg 56	£11.03	+12	£17.03	+38
Warfarin tabs 1mg 28	£0.13	+8	£0.23	+30
Loperamide caps 2mg 30	£0.21	-5	£0.38	+29
Bendroflumethiazide tabs 2.5mg 28	£0.08	±0	£0.13	+27
Atenolol tabs 25mg 28	£0.08	±0	£0.16	+26

Figure 1 (below): Comparison between the periods 1-30 November and 1-31 December 2006 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 24 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-30

October and 1-31 December 2006 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 20 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	£1.75	+7	£2.93	-6	Lansoprazole caps 30mg 28	£2.25	+13	£2.92	-4
Amlodipine tabs 5mg 28	£0.45	±0	£0.55	-7	Lisinopril tabs 2.5mg 28	£0.11	±0	£0.20	+13
Amlodipine tabs 10mg 28	£0.67	+8	£0.75	-6	Lisinopril tabs 5mg 28	£0.15	+7	£0.24	+13
Carvedilol tabs 3.125mg 28	£0.45	+13	£0.83	+18	Lisinopril tabs 10mg 28	£0.20	±0	£0.35	+12
Carvedilol tabs 6.25mg 28	£0.49	+2	£1.04	+14	Lisinopril tabs 20mg 28	£0.41	±0	£0.62	+8
Carvedilol tabs 12.5mg 28	£0.70	±0	£1.25	+9	Omeprazole caps 10mg 28	£0.79	-4	£1.01	-2
Carvedilol tabs 25mg 28	£0.99	+10	£1.42	±0	Omeprazole caps 20mg 28	£0.74	+1	£1.12	-2
Ciprofloxacin tabs 250mg 10	£0.17	-6	£0.36	+7	Pravastatin tabs 10mg 28	£0.97	-1	£1.63	+6
Ciprofloxacin tabs 500mg 10	£0.23	±0	£0.48	+6	Pravastatin tabs 20mg 28	£1.84	-6	£2.29	-3
Ciprofloxacin tabs 750mg 10	£0.75	±0	£1.08	+3	Pravastatin tabs 40mg 28	£2.99	±0	£3.48	±0
Citalopram tabs 10mg 28	£0.65	-16	£1.14	-4	Ramipril caps 1.25mg 28	£0.29	+7	£0.37	-6
Citalopram tabs 20mg 28	£0.87	-12	£1.65	-2	Ramipril caps 2.5mg 28	£0.36	±0	£0.51	+1
Citalopram tabs 40mg 28	£0.99	-3	£1.89	-5	Ramipril caps 5mg 28	£0.49	+9	£0.73	+18
Clarithromycin tabs 250mg 14	£1.39	±0	£1.93	-2	Ramipril caps 10mg 28	£0.70	+8	£0.92	+13
Clarithromycin tabs 500mg 14	£3.22	+2	£4.08	+3	Sertraline tabs 50mg 28	£0.53	+8	£1.13	+3
Lamotrigine tabs 25mg 56	£0.95	+27	£1.89	-5	Sertraline tabs 100mg 28	£0.99	+32	£2.11	+31
Lamotrigine tabs 50mg 56	£1.25	-16	£2.59	-4	Simvastatin tabs 10mg 28	£0.18	±0	£0.23	+1
Lamotrigine tabs 100mg 56	£1.29	-24	£3.69	-12	Simvastatin tabs 20mg 28	£0.31	-6	£0.42	+5
Lamotrigine tabs 200mg 56	£3.95	±0	£10.50	-2	Simvastatin tabs 40mg 28	£0.78	+8	£0.97	-1
Lansoprazole caps 15mg 28	£1.25	+5	£2.00	+6	Tamsulosin caps 400µg 30	£2.25	-13	£3.67	-8

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.

■ **For further information** contact Charles Joynson, WaveData Limited, Concorde House, Comet Way, Eastwood, Essex SS2 6GD, UK Tel: +44 (0)1702 425125; Fax +44(0)1702 425129; E-mail cjoynson@wavedata.co.uk. Website: www.wavedata.co.uk