

Seasonal bargains start to break out

Summer sales are starting early in the UK with many of the average prices of popular products showing double-digit falls or more. Simvastatin is a case in point. Just when it seemed average simvastatin prices could fall no lower, they dropped by more than 15% in May compared with a month earlier (see Figure 1).

Packs containing 28 tablets of simvastatin 10mg now have an average trade price of £0.14 (US\$0.28), or exactly £0.005 per tablet. And if independent pharmacists and dispensing doctors had shopped around, they could have picked up the product for £0.09.

Pravastatin prices showed a similar downward trend, as did those for alendronate, glimepiride, omeprazole, ondansetron,

sertraline and tamsulosin. The 38% average price cut for the first of these – four-tablet packs of alendronate 70mg – brought its price down to £0.84, which represented a 96% discount on the brand price.

Other strengths of glimepiride and ondansetron not included in Figure 1 for reasons of space made the biggest fallers table shown in Figure 2. The brand discount for 10-tablet packs of ondansetron 8mg at £12.68 was 82%, but the lowest price represented much better value at a 97% discount. The wide disparity can be explained by the fact that ondansetron is reimbursed according to list prices rather than market prices. Price rises, meanwhile, were both rarer and lower than price falls, as Figure 3 shows. **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Ondansetron tabs 8mg 10	£1.95	+3	£12.68	-19
Glimepiride tabs 3mg 30	£0.85	-4	£1.76	-18
Glimepiride tabs 2mg 30	£0.55	-4	£1.15	-18
Trazodone caps 100mg 56	£3.59	+3	£6.43	-17
Glimepiride tabs 1mg 30	£0.40	-9	£0.83	-17
Famotidine tabs 20mg 28	£1.08	±0	£2.13	-16

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Prednisolone tabs 5mg 28	£0.23	±0	£0.38	+17
Carbamazepine tabs 200mg 28	£2.57	±0	£3.05	+10
Lamotrigine tabs 25mg 56	£0.95	+27	£1.61	+9
Paroxetine tabs 30mg 30	£2.49	-4	£5.99	+8
Captopril tabs 25mg 56	£0.34	±0	£0.70	+8
Verapamil tabs 40mg 84	£0.59	+2	£1.00	+7

Figure 1 (below): Comparison between the periods 1-30 April and 1-21 May 2008 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 33 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-30 April

and 1-21 May 2008 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 16 data points (Source – WaveData).

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.55	-8	£0.84	-38
Amlodipine maleate tabs 5mg 28	£0.31	-3	£0.38	-5
Amlodipine maleate tabs 10mg 28	£0.41	-16	£0.53	-10
Carvedilol tabs 6.25mg 28	£0.37	-5	£0.52	-6
Carvedilol tabs 12.5mg 28	£0.49	+7	£0.68	-5
Carvedilol tabs 25mg 28	£0.92	+8	£1.30	±0
Ciprofloxacin tabs 500mg 10	£0.26	±0	£0.37	-7
Citalopram tabs 10mg 28	£0.25	±0	£0.34	-11
Citalopram tabs 20mg 28	£0.35	+3	£0.44	-3
Citalopram tabs 40mg 28	£0.44	-2	£0.59	-7
Clarithromycin tabs 250mg 14	£1.25	±0	£1.87	-6
Enalapril maleate tabs 20mg 28	£0.43	-7	£0.63	-2
Fosinopril tabs 20mg 28	£1.60	±0	£2.28	-11
Glimepiride tabs 4mg 30	£1.05	-9	£2.30	-18
Lamotrigine tabs 50mg 56	£1.40	+4	£2.27	+5
Lamotrigine tabs 100mg 56	£1.99	-6	£3.35	+8
Lansoprazole caps 15mg 28	£0.64	-4	£0.85	-16
Lansoprazole caps 30mg 28	£1.35	-9	£1.77	-7
Lisinopril tabs 5mg 28	£0.19	-14	£0.31	-8
Lisinopril tabs 10mg 28	£0.23	-18	£0.40	-14

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Lisinopril tabs 20mg 28	£0.42	-9	£0.66	-11
Metformin tabs 500mg 84	£0.40	+3	£0.56	-2
Mirtazapine tabs 30mg 28	£0.85	-11	£1.85	+2
Omeprazole caps 10mg 28	£0.63	-9	£1.03	-14
Omeprazole caps 20mg 28	£0.68	±0	£0.90	-14
Ondansetron tabs 4mg 30	£2.25	±0	£19.13	-27
Paroxetine tabs 20mg 30	£1.09	-5	£1.79	-13
Pravastatin tabs 20mg 28	£1.04	-5	£1.73	-8
Pravastatin tabs 40mg 28	£1.29	-10	£2.37	-15
Ramipril caps 2.5mg 28	£0.28	-15	£0.43	-8
Ramipril caps 5mg 28	£0.32	-24	£0.52	-8
Ramipril caps 10mg 28	£0.55	±0	£0.69	-6
Sertraline tabs 50mg 28	£0.32	±0	£0.60	-14
Sertraline tabs 100mg 28	£0.54	-7	£0.94	-17
Simvastatin tabs 10mg 28	£0.09	±0	£0.14	-17
Simvastatin tabs 20mg 28	£0.15	-6	£0.22	-19
Simvastatin tabs 40mg 28	£0.43	+13	£0.53	-22
Sumatriptan tabs 50mg 6	£0.70	±0	£0.99	-5
Tamsulosin MR caps 400µg 30	£1.05	±0	£1.71	-17
Terbinafine tabs 250mg 14	£1.49	+8	£1.78	-4

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 giving customers fast, accurate, real-time access to current generic prices. WaveData's Profesy price-forecasting tool can be found at www.wavedata.biz.

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