

Bargains offered among recent launches

Half a dozen of our basket of recently-launched products were available at bargain prices last month, after double-digit price falls in their lowest prices. Each bargain, however, was mainly only available from a single source. Just for 56-tablet packs of cilostazol 100mg was the 33% price drop for the lowest price reflected in an average price fall of 15%, suggesting that other suppliers were also cutting their prices (see Figure 1).

The lowest price for escitalopram 10mg in 28-tablet packs also fell by 33%, but this only reduced the average price by 4%. Similarly, one supplier was prepared to discount 30-capsule packs of celecoxib 200mg by 20% to just £1.00 (US\$1.57), but the product's average price remained unchanged. Riluzole 50mg in 56-tablet packs stood out with a double-digit average price fall, but a static lowest price.

Another newcomer experiencing double-digit average price falls last month was aripiprazole in all four of its strengths (see Figure 3).

Launched in January, the ingredient was selling to independent pharmacists and dispensing doctors in May at about a 40% discount to the brand and with a comparable dispensing margin (**Generics bulletin** 26 June 2015, page 25). A month later, the discount had grown to over 50% and the margin to a similar proportion, despite another lowering of the Drug Tariff reimbursement price.

Elsewhere, trade prices were rising steeply for enalapril (see Figure 2), while the two proton-pump inhibitors, omeprazole and lansoprazole, were generating the most price offers in the trade (see Figure 4).

Monthly concessions in pharmacy reimbursement prices – granted by the Department of Health to compensate pharmacists for unexpectedly high trade prices – numbered 19 in June for 13 different products. The list included fosinopril 10mg and 20mg and lisinopril 20mg with hydrochlorothiazide 12.5mg, which look likely to be joined in future by enalapril. **G**

RECENT LAUNCHES				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Amorolfine lacquer 5% 5ml	£3.64	+1	£5.26	+3
Atorvastatin tabs 20mg 28	£0.49	-2	£0.80	-4
Candesartan tabs 8mg 28	£0.39	+3	£0.66	-1
Celecoxib caps 200mg 30	£1.00	-20	£2.21	±0
Cilostazol tabs 100mg 56	£3.67	-33	£9.95	-15
Cyclizine tabs 50mg 100	£7.25	±0	£9.46	+1
Desloratadine tabs 5mg 30	£0.42	±0	£0.81	+3
Desogestrel tabs 75µg 84	£1.53	-5	£2.42	-1
Donepezil tabs 10mg 28	£0.56	-2	£1.10	-3
Entacapone tabs 200mg 30	£4.25	+3	£5.02	±0
Escitalopram tabs 10mg 28	£0.33	-33	£0.90	-4
Hydroxychloroquine tabs 200mg 60	£3.07	-2	£3.98	±0
Irbesartan tabs 75mg 28	£0.42	±0	£0.78	±0
Memantine tabs 10mg 28	£0.49	-11	£1.34	-4
Montelukast tabs 10mg 28	£0.86	-3	£1.44	-1
Naratriptan tabs 2.5mg 6	£0.99	-19	£1.46	±0
Quetiapine tabs 25mg 60	£0.60	-6	£1.11	-1
Rabeprazole tabs 10mg 28	£1.10	-4	£1.67	+1
Raloxifene tabs 60mg 28	£3.44	+4	£4.91	-1
Riluzole tabs 50mg 56	£13.75	±0	£21.15	-10
Rizatriptan tabs 10mg 3	£0.72	-16	£2.31	+7
Sildenafil tabs 100mg 4	£0.34	±0	£0.67	+4
Telmisartan tabs 80mg 28	£0.79	-1	£1.62	+2
Tolterodine tabs 2mg 56	£1.45	-12	£2.24	-1
Zolmitriptan tabs 2.5mg 6	£0.39	±0	£0.90	±0

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alimemazine tabs 10mg 28	£5.40	+2	£9.53	+43
Enalapril tabs 10mg 28	£0.25	+25	£0.52	+41
Enalapril tabs 20mg 28	£0.32	+10	£0.72	+39
Alendronate tabs 70mg 4	£0.21	+11	£0.45	+37
Ferrous sulphate tabs 200mg 100	£0.58	+2	£1.88	+36
Enalapril tabs 5mg 28	£0.19	-5	£0.48	+33

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Cimetidine tabs 400mg 60	£0.53	±0	£0.99	-23
Aripiprazole tabs 10mg 28	£22.95	-30	£46.12	-19
Aripiprazole tabs 15mg 28	£21.48	-35	£47.30	-17
Aripiprazole tabs 5mg 28	£23.95	-27	£47.07	-17
Aripiprazole tabs 30mg 28	£46.95	-28	£96.60	-16
Exemestane tabs 25mg 30	£9.75	-40	£26.77	-15

FAST MOVERS			
Product/Strength/Pack size	Price offers as at 29 June		
	April	May	June
Omeprazole caps 20mg 28	119	98	102
Lansoprazole caps 30mg 28	95	93	99
Simvastatin tabs 40mg 28	100	92	92
Clopidogrel tabs 75mg 28	93	85	91
Lisinopril tabs 10mg 28	78	81	88
Sertraline tabs 50mg 28	87	74	87
Ramipril caps 2.5mg 28	92	87	86
Warfarin tabs 1mg 28	85	82	86
Mirtazapine tabs 30mg 28	72	68	83
Amitriptyline tabs 25mg 28	88	79	81

Figure 1 (above): Comparison between the periods 1-31 May and 1-29 June 2015 of UK trade prices of the most recently-launched generics listed in category M of the Drug Tariff of pharmacy-reimbursement prices. Averages calculated from at least 30 data points. Figure 2 (top right) and Figure 3 (centre right): Biggest average trade-price changes between 1-31 May and 1-29 June 2015. Averages calculated from at least 12 data points. Figure 4 (bottom right): Ranking of fastest-moving products subject to the most price offers made to independent UK pharmacists (one strength per ingredient; offers recorded by 29 June). Data for Figures 2, 3 and 4 from a basket of about 750 commonly-dispensed generics. Recently-launched products in Figure 1 excluded from Figures 2 and 3 (Source – WaveData).

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