

'Fast movers' reflects noisiest newcomers

With more new generics coming onto the UK market, and many rapidly switched to category M of the Drug Tariff of pharmacy-reimbursement prices, we have decided to overhaul our 'fast movers' table and set new rules for how we use the limited space available.

Firstly, we have decided to prioritise recent launches. This has had the effect of restricting the selection to those launched since September 2004. The product basket has then been further refined by restricting it only to generics in category M as of 1 July 2012. This reflects not only the most recent newcomers to the category, but also gives an indication of the popularity of these products.

Finally, only the pack size and strength of each product that has been the subject of the most promotional activity – as measured by price offers to independent pharmacists and dispensing doctors in

recent months – has been selected for inclusion in the table.

Over half the previous products have disappeared from the fast movers table, including amlodipine and metformin – too old – and ondansetron and tamsulosin, which are in category A. In their places come products like donepezil, latanoprost, quetiapine and zolmitriptan.

The result presents an up-to-the-minute snapshot of which new products are causing the most sales 'noise' in the UK marketplace, and which are also generating the most new business. One downside is that the list is likely to change every quarter when the Drug Tariff is published with new category M entrants. This will restrict longer-term price tracking. However, every product not included in the 'fast movers' basket – 748 in total – will be eligible for inclusion in the 'biggest fallers' and 'biggest risers' tables (see Figure 2 and 3). **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Quetiapine tabs 150mg 60	£3.15	-3	£6.12	-26
Quetiapine tabs 200mg 60	£3.38	-3	£6.14	-24
Quetiapine tabs 100mg 60	£2.95	±0	£6.45	-22
Levetiracetam tabs 750mg 60	£7.85	-21	£14.26	-21
Levetiracetam tabs 1g 60	£8.95	-19	£17.68	-16
Levetiracetam tabs 250mg 60	£2.99	+7	£5.18	-16

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Amlodipine tabs 5mg 28	£0.16	+23	£0.29	+30
Norethisterone tabs 5mg 30	£0.96	+2	£1.60	+28
Pramipexole tabs 88µg 30	£0.39	-7	£1.39	+25
Amlodipine tabs 10mg 28	£0.19	±0	£0.34	+22
Azathioprine tabs 50mg 56	£2.05	+7	£3.46	+19
Imipramine tabs 25mg 28	£0.33	+10	£0.61	+18

Figure 1 (below): Comparison between the periods 1-31 May 2012 and 1-30 June 2012 of the lowest and average UK trade prices of fast-moving generics. Each average price was calculated from at least 25 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-31 May

2012 and 1-30 June 2012 in lowest and average UK trade prices of about 748 commonly-dispersed 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 15 data points (Source – WaveData).

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.17	±0	£0.25	-5
Alfuzosin tabs 2.5mg 60	£4.85	+1	£6.32	+2
Anastrozole tabs 1mg 28	£0.50	-9	£1.16	+5
Atorvastatin tabs 20mg 28	£1.48	±0	£2.27	-5
Bicalutamide tabs 50mg 28	£1.49	±0	£2.23	+4
Clarithromycin tabs 500mg 14	£1.94	-5	£2.59	-1
Clopidogrel tabs 75mg 28	£1.08	-4	£1.26	-1
Donepezil tabs 10mg 28	£0.99	±0	£1.83	-14
Dorzolamide eye drops 2% 5ml	£0.20	±0	£2.28	-1
Esomeprazole tabs 40mg 28	£7.95	-4	£10.67	-7
Exemestane tabs 25mg 30	£6.98	+2	£8.55	-7
Finasteride tabs 5mg 28	£0.75	-1	£0.99	-1
Fosinopril tabs 10mg 28	£1.35	-7	£2.94	+23
Glimepiride tabs 4mg 30	£0.45	-2	£0.76	+6
Lamotrigine tabs 100mg 56	£1.65	+4	£2.37	±0
Lansoprazole caps 30mg 28	£0.98	±0	£1.14	-3
Latanoprost eye drops 2.5ml	£1.59	-6	£2.49	+1
Lercanidipine tabs 10mg 28	£0.79	-7	£1.19	+1
Letrozole tabs 2.5mg 14	£1.48	+6	£2.14	-5
Levetiracetam tabs 500mg 60	£4.10	-17	£7.90	-15
Losartan tabs 100mg 28	£1.07	-8	£1.34	-3
Mirtazapine disp. tabs 45mg 30	£1.45	-6	£2.10	-2
Moxonidine tabs 200µg 28	£1.69	-7	£2.54	-4
Mycophenolate tabs 500mg 50	£5.40	-7	£8.58	+3
Nebivolol tabs 5mg 28	£0.79	±0	£1.42	+9

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Olanzapine tabs 5mg 28	£0.75	±0	£1.37	+4
Perindopril tabs 4mg 30	£0.86	±0	£1.16	+3
Pioglitazone tabs 15mg 28	£3.50	-26	£6.00	-16
Pramipexole tabs 700µg 30	£0.99	±0	£5.21	-2
Pravastatin tabs 20mg 28	£0.55	±0	£0.89	+2
Quetiapine tabs 25mg 60	£0.99	±0	£2.36	-18
Risedronate tabs 35mg 4	£0.44	-2	£0.65	+4
Risperidone tabs 2mg 60	£0.72	+3	£1.16	+3
Sertraline tabs 50mg 28	£0.33	±0	£0.53	+2
Sumatriptan tabs 100mg 6	£0.90	±0	£1.39	+5
Terbinafine cream 1% 15g	£0.94	-1	£1.41	+3
Topiramate tabs 25mg 60	£0.84	-3	£1.41	-9
Trandolapril caps 2mg 28	£1.20	-5	£1.74	+1
Valsartan caps 80mg 28	£1.60	-1	£2.20	±0
Zolmitriptan tabs 2.5mg 6	£0.59	±0	£2.23	-7

WANT MORE LIKE THIS?

Detailed product price comparisons and other price analyses are available at www.wavedata.net.

To find out more about subscribing, please email your contact details to info@wavedata.co.uk and quote 'GB online enquiry' in the title line.

■ For further information see www.wavedata.co.uk. Alternatively, contact Charles Joynson at WaveData Limited, UK. Tel: +44 (0)1702 425125. E-mail cjoynson@wavedata.co.uk.

