

Lowest price is slashed for pravastatin

A UK supplier must have had a large stock of 28-tablet packs of pravastatin 20mg last month, or possibly some short-dated packs that were rapidly reaching the end of their shelf life. This would explain why the lowest price for the cholesterol-lowerer dropped by 84% to just over £0.01 (US\$0.02) a tablet in February (see Figure 1).

This dramatic price cut had little effect on the average price of the product which independent pharmacists and dispensing doctors were paying in the marketplace. Indeed, the average price rose by 7% in February over the average price a month earlier, a sure indication that only one player was price-cutting.

Elsewhere among the 'fast movers', average prices for the

antihypertensives, lisinopril and ramipril, took an upward turn. Most of the double-digit average price gains, however, were not reflected in the lowest prices available, suggesting some uneven stockholding. One supplier reduced the price of 28-capsule packs of ramipril 2.5mg to 8% lower than it had been in the previous month, while the product's average price rose by 20%.

In contrast to their antihypertensive rivals, an enalapril and a quinapril product featured in the 'biggest fallers' during the month (see Figure 2); while levothyroxine topped the 'biggest risers' (see Figure 3). Just outside the table, amitriptyline and more diazepam strengths also had average price rises of over 25% during February. **G**

| BIGGEST FALLERS | | | | |
|-----------------------------|--------------|------------|---------------|------------|
| Product/Strength/Pack size | Lowest price | Change (%) | Average price | Change (%) |
| Hydrocortisone cream 1% 30g | £1.99 | -33 | £3.66 | -19 |
| Enalapril tabs 5mg 28 | £0.13 | -7 | £0.27 | -13 |
| Hydrocortisone cream 1% 15g | £0.55 | +10 | £1.68 | -12 |
| Quinapril tabs 10mg 28 | £0.64 | ±0 | £1.06 | -12 |
| Doxycycline caps 50mg 28 | £0.84 | -1 | £1.41 | -11 |
| Fluconazole caps 50mg 7 | £0.19 | ±0 | £0.30 | -10 |

| BIGGEST RISERS | | | | |
|-----------------------------------|--------------|------------|---------------|------------|
| Product/Strength/Pack size | Lowest price | Change (%) | Average price | Change (%) |
| Levothyroxine tabs 100µg 28 | £0.26 | +100 | £0.48 | +55 |
| Levothyroxine tabs 50µg 28 | £0.17 | +31 | £0.45 | +50 |
| Bendroflumethiazide tabs 2.5mg 28 | £0.08 | ±0 | £0.68 | +38 |
| Gabapentin caps 300mg 100 | £10.09 | +70 | £14.45 | +38 |
| Nitrazepam tabs 5mg 28 | £0.16 | ±0 | £0.45 | +34 |
| Diazepam tabs 10mg 28 | £0.14 | ±0 | £0.44 | +31 |

Figure 1 (below): Comparison between the periods 1-31 January and 1-22 February 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

January and 1-22 February 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 27 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 | £1.36 | -9 | £2.41 | -11 | Lansoprazole caps 30mg 28 | £1.99 | ±0 | £2.57 | -7 |
| Amlodipine tabs 5mg 28 | £0.40 | ±0 | £0.56 | ±0 | Lisinopril tabs 2.5mg 28 | £0.14 | +8 | £0.26 | +13 |
| Amlodipine tabs 10mg 28 | £0.57 | -2 | £0.76 | -2 | Lisinopril tabs 5mg 28 | £0.20 | +25 | £0.33 | +16 |
| Carvedilol tabs 3.125mg 28 | £0.39 | -3 | £0.72 | -5 | Lisinopril tabs 10mg 28 | £0.21 | ±0 | £0.44 | +12 |
| Carvedilol tabs 6.25mg 28 | £0.48 | ±0 | £0.94 | -7 | Lisinopril tabs 20mg 28 | £0.48 | +20 | £0.75 | +14 |
| Carvedilol tabs 12.5mg 28 | £0.69 | +8 | £1.21 | -1 | Omeprazole caps 10mg 28 | £0.69 | -1 | £0.99 | +4 |
| Carvedilol tabs 25mg 28 | £0.90 | -4 | £1.44 | -3 | Omeprazole caps 20mg 28 | £0.69 | ±0 | £1.07 | +5 |
| Ciprofloxacin tabs 250mg 10 | £0.25 | +39 | £0.38 | +3 | Pravastatin tabs 10mg 28 | £0.97 | ±0 | £1.80 | +5 |
| Ciprofloxacin tabs 500mg 10 | £0.28 | +22 | £0.49 | ±0 | Pravastatin tabs 20mg 28 | £0.29 | -84 | £2.76 | +7 |
| Ciprofloxacin tabs 750mg 10 | £0.72 | ±0 | £1.11 | -4 | Pravastatin tabs 40mg 28 | £2.47 | ±0 | £4.59 | +19 |
| Citalopram tabs 10mg 28 | £0.57 | +16 | £1.03 | +1 | Ramipril caps 1.25mg 28 | £0.27 | ±0 | £0.47 | +21 |
| Citalopram tabs 20mg 28 | £0.69 | +6 | £1.36 | -5 | Ramipril caps 2.5mg 28 | £0.33 | -8 | £0.64 | +20 |
| Citalopram tabs 40mg 28 | £0.95 | +20 | £1.73 | -1 | Ramipril caps 5mg 28 | £0.51 | +16 | £0.84 | +12 |
| Clarithromycin tabs 250mg 14 | £1.39 | +2 | £1.96 | -2 | Ramipril caps 10mg 28 | £0.70 | +4 | £1.11 | +10 |
| Clarithromycin tabs 500mg 14 | £3.14 | ±0 | £4.08 | -3 | Sertraline tabs 50mg 28 | £0.44 | -8 | £1.06 | -9 |
| Lamotrigine tabs 25mg 56 | £0.48 | -13 | £1.63 | +1 | Sertraline tabs 100mg 28 | £0.64 | -7 | £1.50 | -4 |
| Lamotrigine tabs 50mg 56 | £0.95 | +13 | £2.31 | -1 | Simvastatin tabs 10mg 28 | £0.14 | -13 | £0.25 | -9 |
| Lamotrigine tabs 100mg 56 | £1.22 | -13 | £3.35 | +1 | Simvastatin tabs 20mg 28 | £0.22 | -12 | £0.40 | -9 |
| Lamotrigine tabs 200mg 56 | £3.25 | -4 | £8.26 | -17 | Simvastatin tabs 40mg 28 | £0.60 | -9 | £0.94 | +2 |
| Lansoprazole caps 15mg 28 | £0.99 | ±0 | £1.58 | -5 | Tamsulosin caps 400µg 30 | £1.60 | -11 | £2.78 | -14 |

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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