

Market prices take a tumble on average

Average UK prices paid by independent pharmacists and dispensing doctors for some of the faster-moving generics took a tumble in November. Trade prices for many products fell on average by a third or more during the month. As Figure 1 shows, average prices for 28-tablet packs of carvedilol and lisinopril fell away dramatically, as did those for citalopram and simvastatin. Ciprofloxacin and omeprazole also suffered sharp average price declines.

Nearly as shocking was that many of the lowest prices available for fast movers were very little different. Changes to the lowest prices were in single digits – compared with heavy average price falls – which indicated that although the bargains had not changed,

many more suppliers were cutting prices to try and offload their stocks.

Some of the biggest price falls were experienced by relative newcomers like alendronate, lamotrigine and sertraline. Average sertraline prices now offer a 94% discount on the equivalent brand price, followed by lamotrigine on about 90% and alendronate on 86%.

Prime examples of why UK generics prices are some of the lowest in the developed world are featured in Figure 2. It is difficult to imagine that suppliers are making much money on 28-tablet packs of atenolol 25mg and furosemide 20mg and 40mg when they are selling them for £0.08 (US\$0.15). Strong average price rises were apparent, however, as Figure 3 shows. **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Bendroflumethiazide tabs 2.5mg 28	£0.08	±0	£0.10	-35
Atenolol tabs 25mg 28	£0.08	±0	£0.12	-35
Fluconazole caps 50mg 7	£0.21	+5	£0.30	-35
Furosemide tabs 20mg 28	£0.08	±0	£0.11	-35
Gabapentin caps 300mg 100	£5.49	-5	£7.75	-34
Furosemide tabs 40mg 28	£0.08	±0	£0.12	-34

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Oxazepam tabs 10mg 28	£1.05	+14	£2.15	+44
Oxazepam tabs 15mg 28	£1.22	+16	£2.45	+41
Digoxin tabs 62.5µg 28	£0.71	+9	£1.35	+16
Salbutamol tabs 2mg 28	£1.25	-26	£3.09	+14
Clomipramine caps 50mg 28	£1.45	+12	£2.37	+11
Levothyroxine tabs 25µg 28	£0.26	+8	£0.59	+11

Figure 1 (below): Comparison between the periods 1-31 October and 1-28 November 2006 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 26 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-31

October and 1-28 November 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 29 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	£1.64	-28	£3.11	-41	Lansoprazole caps 30mg 28	£1.99	-5	£3.05	-18
Amlodipine tabs 5mg 28	£0.45	-8	£0.59	-12	Lisinopril tabs 2.5mg 28	£0.11	-15	£0.18	-31
Amlodipine tabs 10mg 28	£0.62	-11	£0.80	-13	Lisinopril tabs 5mg 28	£0.14	-7	£0.22	-30
Carvedilol tabs 3.125mg 28	£0.40	±0	£0.70	-41	Lisinopril tabs 10mg 28	£0.20	±0%	£0.31	-33
Carvedilol tabs 6.25mg 28	£0.48	-8	£0.91	-36	Lisinopril tabs 20mg 28	£0.41	-2	£0.57	-26
Carvedilol tabs 12.5mg 28	£0.70	-11	£1.15	-20	Omeprazole caps 10mg 28	£0.82	-1	£1.04	-30
Carvedilol tabs 25mg 28	£0.90	-14	£1.42	-22	Omeprazole caps 20mg 28	£0.73	-8	£1.14	-44
Ciprofloxacin tabs 250mg 10	£0.18	±0	£0.34	-31	Pravastatin tabs 10mg 28	£0.98	±0	£1.54	-9
Ciprofloxacin tabs 500mg 10	£0.23	-8	£0.45	-28	Pravastatin tabs 20mg 28	£1.95	+99	£2.36	-4
Ciprofloxacin tabs 750mg 10	£0.75	+9	£1.05	-19	Pravastatin tabs 40mg 28	£3.00	+6	£3.47	-1
Citalopram tabs 10mg 28	£0.77	+5	£1.18	-21	Ramipril caps 1.25mg 28	£0.27	±0	£0.39	-18
Citalopram tabs 20mg 28	£0.99	-6	£1.68	-16	Ramipril caps 2.5mg 28	£0.36	+50	£0.51	-14
Citalopram tabs 40mg 28	£1.02	-5	£1.99	-19	Ramipril caps 5mg 28	£0.45	-8	£0.62	-16
Clarithromycin tabs 250mg 14	£1.39	+3	£1.96	-17	Ramipril caps 10mg 28	£0.65	+5	£0.81	-14
Clarithromycin tabs 500mg 14	£3.15	-1	£3.97	-18	Sertraline tabs 50mg 28	£0.49	-25	£1.10	-31
Lamotrigine tabs 25mg 56	£0.75	-24	£1.98	-32	Sertraline tabs 100mg 28	£0.75	-31	£1.61	-28
Lamotrigine tabs 50mg 56	£1.49	±0	£2.70	-31	Simvastatin tabs 10mg 28	£0.18	±0	£0.23	-42
Lamotrigine tabs 100mg 56	£1.70	-32	£4.19	-38	Simvastatin tabs 20mg 28	£0.33	-6	£0.40	-38
Lamotrigine tabs 200mg 56	£3.95	-22	£10.70	-28	Simvastatin tabs 40mg 28	£0.72	-20	£0.99	-32
Lansoprazole caps 15mg 28	£1.19	-23	£1.89	-16	Tamsulosin caps 400µg 30	£2.60	-13	£4.00	-32

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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