

# May brings an end to April sales offers

**A**pril sales offers by suppliers of celecoxib 200mg and duloxetine 30mg capsules were withdrawn in May, apparently as other suppliers were responding to their initiatives.

Eclipse was quoting £0.40 (US\$0.58) for 30-capsule packs of celecoxib 200mg in April. This was the lowest recorded by WaveData, but Eclipse doubled its price to £0.80 in May, which was more than the £0.75 on offer elsewhere. The resulting 88% increase in the lowest price was in sharp contrast to a 3% average price fall in the rest of the market for the COX-2 painkiller (see Figure 1).

Similarly, Forte Direct was advertising 28-capsule packs of duloxetine 30mg at £1.35 in April, but this offer was not repeated last month. Nevertheless, the average price of the antidepressant still fell by 20% to £3.49 in May, even as the lowest price available rose by 30% to £1.75.

Prices for escitalopram 10mg tablets followed the same trend.

A double-digit increase to the admittedly still low price of £0.23 was accompanied by an average price fall of 16% to £0.74 for 28-tablet packs of the antidepressant.

Irbesartan 75 mg tablets in 28-count packs were 10% cheaper on average in the trade last month than they had been in April, while their lowest price fell faster by 12% to £0.30. Aripiprazole 10mg continued its steep price decline, with both its average and lowest prices dropping by 22%, while rabeprazole could be obtained last month for a 25% discount on its April price, taking its May average down as well.

Meanwhile, prices for 56-tablet packs of isosorbide 10mg, 20mg and 40mg went through the roof (see Figure 2), far outweighing the price falls in Figure 3. Most UK suppliers continued to ensure that the proton-pump inhibitors lansoprazole and omeprazole as well as the statins atorvastatin and simvastatin were ever-presents on their price lists (see Figure 4).

RECENT LAUNCHES				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Aripiprazole tabs 10mg 28	£1.05	-22	£2.28	-22
Atorvastatin tabs 20mg 28	£0.40	±0	£0.71	-4
Benzydamine 0.15% 300ml	£4.85	±0	£5.79	±0
Carbimazole tabs 5mg 100	£66.29	-2	£77.93	-5
Celecoxib caps 200mg 30	£0.75	+88	£1.48	-3
Cilostazol tabs 100mg 56	£2.09	-9	£3.95	-4
Cyclizine tabs 50mg 100	£5.49	-11	£8.05	-5
Desogestrel tabs 75µg 84	£1.21	-4	£2.09	+1
Duloxetine caps 30mg 28	£1.75	+30	£3.49	-20
Entacapone tabs 200mg 30	£3.69	+6	£5.08	-3
Eplerenone tabs 25mg 28	£3.66	-3	£7.50	-12
Escitalopram tabs 10mg 28	£0.23	+21	£0.74	-16
Irbesartan tabs 75mg 28	£0.30	-12	£0.60	-10
Memantine tabs 10mg 28	£0.42	±0	£0.95	-2
Montelukast tabs 10mg 28	£1.40	-8	£1.90	-2
Nortriptyline tabs 10mg 100	£37.98	-7	£52.17	-5
Oxcarbazepine tabs 300mg 50	£4.85	-1	£6.69	+3
Rabeprazole tabs 10mg 28	£0.69	-25	£1.36	-7
Raloxifene tabs 60mg 28	£2.65	-2	£3.79	-3
Riluzole tabs 50mg 56	£11.25	-5	£18.31	-4
Rizatriptan tabs 10mg 3	£0.80	+5	£1.51	-12
Sevelamer tabs 800mg 180	£59.70	-12	£87.43	-7
Sildenafil tabs 100mg 4	£0.23	-8	£0.49	-14
Telmisartan tabs 80mg 28	£0.74	-3	£1.38	-1
Tolterodine tabs 2mg 56	£1.25	+12	£1.85	-5

**Figure 1 (above): Comparison between the periods 1-30 April 2016 and 1-31 May 2016 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 25 data points. Figure 2 (top right) and Figure 3 (centre right): Biggest average trade-price changes between 1-30 April 2016 and 1-31 May 2016. Averages calculated from at least 24 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 31 May). 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).**

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Isosorbide tabs 10mg 56	£0.77	+43	£6.18	+415
Isosorbide tabs 40mg 56	£0.54	-8	£5.91	+299
Isosorbide tabs 20mg 56	£0.40	±0	£2.13	+145
Naproxen tabs 500mg 28	£0.52	±0	£1.72	+91
Amiodarone tabs 200mg 28	£0.88	±0	£2.45	+47
Losartan tabs 12.5mg 28	£0.62	+5	£2.95	+45

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Trospium chloride tabs 20mg 60	£4.49	±0	£5.30	-46
Pioglitazone tabs 30mg 28	£6.50	-28	£16.18	-35
Duloxetine caps 20mg 28	£1.95	-24	£4.08	-27
Co-amoxiclav susp. 250mg/62mg	£1.71	-20	£2.14	-27
Pioglitazone tabs 45mg 28	£7.49	-17	£20.93	-27
Digoxin tabs 125µg 28	£1.64	-15	£2.29	-25

FAST MOVERS			
Product/Strength/Pack size	Price offers as at 31 May 2016		
	March	April	May
Omeprazole caps 20mg 28	118	129	123
Lansoprazole caps 30mg 28	108	105	103
Atorvastatin tabs 10mg 28	83	89	100
Simvastatin tabs 40mg 28	101	94	96
Hydrocortisone tabs 10mg 30	74	75	93
Ramipril caps 10mg 28	91	77	91
Bisoprolol tabs 2.5mg 28	90	90	90
Gabapentin caps 300mg 100	85	90	89
Sertraline tabs 50mg 28	91	113	87
Bendroflumethiazide tabs 2.5mg 28	93	87	87

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