

# Ondansetron offers fade as prices rise

The average price for 30-tablet packs of ondansetron 4mg rose by nearly half in August compared with a month earlier. The 45% price hike was the highest recorded by WaveData during the period (see Figure 1). Similarly, the average price increase for 10-tablet packs of ondansetron 8mg was 42%, putting the anti-emetic at the top of our 'biggest risers' table (see Figure 3). This was despite at least one supplier reducing the lowest price available to £1.85 (US\$3.43).

Average prices for most of the 'fast movers' made an upward move in August, with sertraline one of the more prominent examples. Average prices of 28-tablet sertraline packs rose by 24% for the 50mg strength and by 17% for 100mg tablets. The July offer from

one supplier of just £0.34 for the latter was withdrawn in August as the lowest sertraline 100mg price rose by 53% to £0.52.

Each of the four strengths of carvedilol tablets were more expensive to buy on average in August. Average prices for the lowest two strengths of the antihypertensive, in particular, rose by more than a third. The trend in lowest prices, however, was less clearcut, with both rises and falls in the best prices available.

Average price falls were rare in the month and most of them were only by marginal amounts. Even the biggest fall – that of 15gram packs of hydrocortisone cream 1% – only amounted to 14% on average (see Figure 2).

**G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Hydrocortisone cream 1% 15g	£0.59	±0	£1.11	-14
Co-proxamol tabs 32.5/325mg 100	£5.00	+11	£8.38	-10
Hydrocortisone oint. 1% 30g	£1.55	±0	£2.51	-5
Sulpiride tabs 200mg 30	£3.88	-10	£5.29	-5
Chloramphenicol oint. 1% 4g	£1.09	±0	£1.43	-5
Beclometasone 500µg 1 (200 dose)	£1.99	-12	£3.73	-5

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Ondansetron tabs 8mg 10	£1.85	-1	£20.70	+42
Folic acid tabs 5mg 28	£0.16	+14	£0.30	+39
Metformin tabs 500mg 28	£0.11	+10	£0.21	+36
Carvedilol tabs 3.125mg 28	£0.28	+4	£0.94	+32
Co-amiflofruse tabs 2.5/20mg 28	£0.31	+19	£0.62	+29
Paracetamol tabs 500mg 100	£0.32	-3	£0.71	+26

Figure 1 (below): Comparison between the periods 1-31 July and 1-20 August 2008 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 19 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-31 July

and 1-20 August 2008 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 14 data points (Source – WaveData).

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.45	±0	£0.93	+23
Amlodipine maleate tabs 5mg 28	£0.29	±0	£0.37	+3
Amlodipine maleate tabs 10mg 28	£0.39	±0	£0.51	+3
Carvedilol tabs 6.25mg 28	£0.35	+9	£1.02	+37
Carvedilol tabs 12.5mg 28	£0.40	-13	£0.83	+16
Carvedilol tabs 25mg 28	£0.95	+7	£1.51	+12
Ciprofloxacin tabs 500mg 10	£0.26	±0	£0.50	+18
Citalopram tabs 10mg 28	£0.22	-12	£0.35	+8
Citalopram tabs 20mg 28	£0.32	-3	£0.44	+3
Citalopram tabs 40mg 28	£0.42	-11	£0.62	+4
Clarithromycin tabs 250mg 14	£1.39	±0	£2.12	+25
Enalapril maleate tabs 20mg 28	£0.37	-5	£0.60	-1
Fosinopril tabs 20mg 28	£1.55	-3	£2.53	+7
Glimepiride tabs 4mg 30	£0.90	-5	£2.68	+17
Lamotrigine tabs 50mg 56	£1.40	±0	£2.72	+2
Lamotrigine tabs 100mg 56	£2.40	+36	£4.43	+10
Lansoprazole caps 15mg 28	£0.67	+18	£1.06	+22
Lansoprazole caps 30mg 28	£1.49	+10	£1.95	+9
Lisinopril tabs 5mg 28	£0.20	+11	£0.28	+4
Lisinopril tabs 10mg 28	£0.25	+9	£0.40	+7

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Lisinopril tabs 20mg 28	£0.39	-7	£0.61	+5
Metformin tabs 500mg 84	£0.44	+10	£0.64	+14
Mirtazapine tabs 30mg 28	£1.15	±0	£2.04	-1
Omeprazole caps 10mg 28	£0.64	+8	£1.33	+28
Omeprazole caps 20mg 28	£0.63	-2	£1.14	+24
Ondansetron tabs 4mg 30	£2.70	+17	£31.69	+45
Paroxetine tabs 20mg 30	£1.01	±0	£2.11	+15
Pravastatin tabs 20mg 28	£0.87	+9	£1.67	+8
Pravastatin tabs 40mg 28	£0.95	-10	£2.28	+1
Ramipril caps 2.5mg 28	£0.29	+4	£0.42	+4
Ramipril caps 5mg 28	£0.40	+5	£0.54	+6
Ramipril caps 10mg 28	£0.51	+6	£0.69	+6
Sertraline tabs 50mg 28	£0.36	+3	£0.70	+24
Sertraline tabs 100mg 28	£0.52	+53	£1.00	+17
Simvastatin tabs 10mg 28	£0.09	±0	£0.17	+12
Simvastatin tabs 20mg 28	£0.15	+7	£0.26	+18
Simvastatin tabs 40mg 28	£0.42	+2	£0.56	+6
Sumatriptan tabs 50mg 6	£0.78	+11	£1.03	+8
Tamsulosin caps 400µg 30	£1.43	+36	£2.21	+15
Terbinafine tabs 250mg 14	£1.40	-1	£1.72	-4

**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 giving customers fast, accurate, real-time access to current generic prices. WaveData's Profesy price-forecasting tool can be found at [www.wavedata.biz](http://www.wavedata.biz).

■ **For further information** see [www.wavedata.net](http://www.wavedata.net) or contact Charles Joynson, WaveData Limited, Concorde House, Comet Way, Eastwood, Essex SS2 6GD, UK Tel: +44 (0)1702 425125; Fax +44(0)1702 425129; E-mail [cjoynson@wavedata.co.uk](mailto:cjoynson@wavedata.co.uk). Website: [www.wavedata.co.uk](http://www.wavedata.co.uk).