

Summer sales produce bargain prices

Alendronate, mirtazapine, pramipexole, risedronate, topiramate and venlafaxine were just some of the products having their trade prices slashed in the UK by generics firms last month. As Figure 1 shows, bargains were to be had as suppliers cut prices for a four-tablet pack of alendronate 70mg by a quarter and for a 56-tablet pack of venlafaxine 37.5mg by a similar amount. Average prices for these products barely moved, however, indicating that only one or two suppliers had stock that they wanted to shift.

Strong reductions in the average prices for mirtazapine and risedronate indicated that more than one generics firm was actively cutting its prices. In the case of topiramate, while one company was cutting its price by 18% for 60 tablets of the 50mg strength, many of its rivals were increasing their prices. As a result, the product's

average price rose by 11%, despite the much cheaper alternative.

Several products – 28-tablet packs of citalopram 20mg and sertraline 100mg – saw both their lowest and average prices heavily discounted. However, this had more to do with the markets settling down after recent price increases than with marketing initiatives. Both products had been granted what is known as 'no cheaper stock obtainable' (NCSO) status in recent months, as their market prices exceeded their reimbursement prices (**Generics bulletin**, 6 May 2011, page 12).

The same comments apply to 100-capsule packs of gabapentin 100mg, which has also caused problems (see Figure 2). Meanwhile, the average price of 30-tablet packs of glimepiride 3mg jumped by a third last month (see Figure 3), although as Figure 1 shows, the 4mg strength was largely unaffected. G

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Prednisolone tabs 5mg 28	£1.16	-35	£2.62	-33
Gabapentin caps 100mg 100	£3.96	-18	£7.08	-31
Isosorbide tabs 20mg 56	£0.35	-10	£0.49	-23
Gabapentin caps 300mg 100	£4.99	-23	£7.44	-22
Atenolol tabs 50mg 28	0.13	±0	£0.18	-21
Cimetidine tabs 800mg 30	£4.87	-11	£7.59	-13

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Betahistine tabs 8mg 120	£1.08	+37	£1.64	+52
Lofepamine tabs 70mg 56	£5.05	+4	£15.16	+38
Sotalol tabs 40mg 28	£0.54	+59	£0.76	+33
Glimepiride tabs 3mg 30	£0.37	±0	£1.20	+31
Famotidine tabs 40mg 28	£1.59	+18	£3.13	+27
Bumetanide tabs 5mg 28	£0.89	±0	£2.10	+25

Figure 1 (below): Comparison between the periods 1-30 June 2011 and 1-27 July 2011 of the lowest and average UK trade prices of fast-moving generics. Each average price was calculated from at least 12 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-30 June

2011 and 1-27 July 2011 in lowest and average UK trade 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 12 data points (Source – WaveData).

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.24	-25	£0.40	-5
Amlodipine tabs 10mg 28	£0.22	-8	£0.32	±0
Carvedilol tabs 12.5mg 28	£0.49	±0	£0.64	+4
Ciprofloxacin tabs 500mg 10	£0.28	+4	£0.36	±0
Citalopram tabs 20mg 28	£0.55	-20	£1.29	-22
Clarithromycin tabs 250mg 14	£0.79	±0	£1.46	+7
Clopidogrel tabs 75mg 30	£1.09	+5	£1.58	+9
Enalapril tabs 20mg 28	£0.26	+24	£0.35	+4
Finasteride tabs 5mg 28	£0.95	-4	£1.30	-5
Fluoxetine caps 20mg 30	£0.19	±0	£0.36	+16
Fosinopril tabs 20mg 28	£1.59	+3	£1.91	±0
Glimepiride tabs 4mg 30	£0.60	+7	£0.83	+2
Lamotrigine tabs 100mg 56	£2.10	+6	£2.89	+3
Lansoprazole caps 30mg 28	£0.83	-2	£0.94	-3
Lisinopril tabs 20mg 28	£0.37	±0	£0.46	-2
Losartan tabs 50mg 28	£0.39	+5	£0.59	+3
Losartan tabs 100mg 28	£0.40	-9	£0.71	+1
Metformin tabs 500mg 84	£0.47	±0	£0.69	-2
Mirtazapine tabs 30mg 28	£0.75	-16	£1.18	-7
Omeprazole caps 20mg 28	£0.57	-3	£0.71	+1
Ondansetron tabs 4mg 30	£2.66	+7	£4.11	+9
Pantoprazole tabs 20mg 28	£0.40	-7	£0.67	+6
Paroxetine tabs 20mg 30	£0.91	+1	£1.24	-1
Pramipexole tabs 180µg 30	£0.99	±0	£2.67	±0
Pramipexole tabs 700µg 30	£4.49	-17	£9.25	-1

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Pravastatin tabs 40mg 28	£1.25	+3	£1.56	-3
Ramipril caps 10mg 28	£0.51	+4	£0.66	-3
Risedronate tabs 35mg 4	£0.74	-17	£1.21	-9
Risperidone tabs 2mg 60	£0.69	±0	£1.37	±0
Sertraline tabs 100mg 28	£1.90	-40	£7.00	-17
Simvastatin tabs 20mg 28	£0.25	+4	£0.36	-1
Simvastatin tabs 40mg 28	£0.39	±0	£0.51	+1
Sumatriptan tabs 50mg 6	£0.59	-13	£0.93	±0
Tamsulosin caps 400µg 30	£0.82	-4	£1.04	-7
Terbinafine tabs 250mg 14	£1.06	+9	£1.41	+1
Topiramate tabs 50mg 60	£1.55	-18	£3.02	+11
Topiramate tabs 100mg 60	£2.40	-6	£3.93	-3
Venlafaxine tabs 37.5mg 56	£1.45	-23	£2.23	-2
Venlafaxine XL caps 75mg 28	£0.54	+4	£1.01	+2
Venlafaxine XL caps 150mg 28	£1.20	-11	£1.97	-7

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