

is the price of viagra going down

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Last month, an over-the-counter version of the drug manufactured by Pfizer was cleared by U. Please try again later. You might wonder why a drug maker would slash the price of one of its biggest sellers. Back in , Pfizer settled with Teva Pharmaceuticals to allow the company to launch a generic version of Viagra three years earlier than the patent was set to expire. Drug companies frequently seek approval to move popular drugs to over-the-counter sales in an effort to hang onto sales when a best-selling product loses its patent protection. Tell us what you think. You are already subscribed to this email. If approved for over-the-counter use, Cialis could gain an advantage over prescription competitors like Viagra, sold by Pfizer. By Sy Mukherjee Updated: AP Viagra has gone generic. Viagra, the well-known erectile dysfunction drug, just got a huge price cut in the U. Viagra sales in the previous year. Pfizer has reached settlements with companies like Teva, which are producing their own generic Viagra versions, to allow for those treatments to enter the market. In , AstraZeneca got approval to sell its blockbuster heartburn drug Prilosec without a prescription, and in , it sold over-the-counter rights to a similar drug, Nexium, to Pfizer. On Monday, generic versions of Viagra, the blockbuster medication used to treat erectile dysfunction, became available in the US. Under the plan , Sanofi is buying the rights to seek approval to sell Cialis over the counter in the United States, Europe, Canada and Australia after certain patents expire. Erik Gordan, an analyst at the University of Michigan, described this measure and ordeal to A. Men without insurance could get the brand-name little blue pill for 50 percent off through its new delivery program, Pfizer Direct. At the time of the litigation settlement, Teva already had its generic Viagra -- sildenafil -- OK'd by the U. Dec 7, - 11, , two generic versions of Viagra (sildenafil) are available in pharmacies: one by generic manufacturer Teva, and the other by the original manufacturer, Pfizer. Prices for This means that there won't be a lot of competition to drive the generic price down once it hits the market. There is also a. Teva's generic version of Viagra will be marketed at a lower price than brand-name Viagra, it may not be sharply lower. Much depends on Pfizer's pricing strategy for its brand-name version of the drug after the start of generic competition. A price war could bring prices for both generic and brand-name drugs down quickly. Dec 6, - Viagra, the well-known erectile dysfunction drug, just got a huge price cut in the U.S. on Monday thanks to the little blue pill's own manufacturer, pharmaceutical giant Pfizer, which announced last week that it would introduce generic Viagra at a significantly lower price than the popular branded version. Jan 11, - The following chart compares cost per dose for name brand and generic Viagra, obtained through eDrugstore, versus the cost per dose at other pharmacies, based on online drug price lookup tool results. Drug eDrugstore cost per dose Pharmacy cost per dose estimate from lookup tool Pfizer Viagra. Dec 17, - Pfizer's patent protection expires April , but Teva will be allowed to launch generic version on Dec. 11, Jun 14, - Consumer Reports Best Buy Drugs shares how you might be able to get generic Viagra, known as sildenafil, at a much lower price. Jul 19, - Cialis, Viagra, Levitra, etc. prices have soared over the last few years, making them unaffordable for many men, myself included. I cannot do anything about my E.D. without going way over my budget, which I cannot afford to do. I have heard stories about patent expirations, generic brands, price reduction. Aug 12, - Viagra prices are dropping sharply in markets where Pfizer's patent for the little blue pill has expired. The price of Viagra -- in both its brand-name and generic formulations -- is falling in markets around the world. Triggering the free fall in prices for this popular impotence drug has been the expiration in. Jul 9, - Viagra, the wildly successful erectile dysfunction pill, faces challenges from a generic version that will launch next year, and direct competitors Levitra and Cialis. In the face of these, Viagra has started a promotion that offers 50% off a patient's next three prescriptions. The offer does come with some fine. Dec 6, - The cost of generic Viagra options is expected to continue to decline to more plausible numbers by June 11, when A.P. says more generics will go on sale. As for Viagra, the little blue pill This means that a month's prescription could be slashed down to as cheap as a \$20 copay. Erik Gordan, an analyst at.