

27 Oct 2020 | Data

UK COVID Second Wave Could Drive OTC Paracetamol And Ibuprofen Prices Back Up

by [David Ridley](#)

Generic OTC paracetamol and ibuprofen pack prices are gradually returning to pre-COVID levels, according to market analysts Wavedata. But a second wave could drive prices back up again.

As the coronavirus hit the UK earlier this year, consumers started panic buying, snapping up any and all packs of OTC drugs and supplements that might help prevent infection or address symptoms if prevention failed.

Demand for paracetamol and ibuprofen was so strong that prices of the former in all sizes and strengths doubled, with larger packs of the latter in some cases even tripling, according to generic drug market analysts, Wavedata.

This was despite news in March linking non-steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen to worsened infection with the coronavirus. (Also see "[Ibuprofen Covid-19 Fake News Has Little Effect On Generic OTC Sales](#)" - HBW Insight, 25 Mar, 2020.)

Now prices are starting to return to normal. Large packs of paracetamol caplets (500mg, 100s) for example, have shown a sharp drop in prices since April.

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