

Are Online Medicine Prices still Lower in Mexico?

Steven Fullerton, Tom Fullerton

International pharmaceutical prices exhibit both commonalities as well as differences. This study updates prior research regarding price differences for brand-name medicines purchased online in Mexico and the United States. Internet sites in both countries allow customers to purchase a wide variety of pharmaceutical products. Sample data for this effort are for August 2025 and cover 50 top selling medicines on an equal dosage per unit basis. The price data are exclusive of shipping fees, handling charges, and taxes. For some medicines, substantial savings are available to United States customers who purchase them in Mexico. Statistical tests confirm a subset of prior study results, but reach several different conclusions, also. With an elasticity of 0.833, Mexico prices are found to be fairly sensitive to price changes in the higher-income market.