

Contraceptives Market by Product [Drugs (oral, injectable and topical) Devices (condoms, IUDs, diaphragms, sponges, patches, implants, vaginal rings)], by Age Group (Age 15-24, Age 25-34, Age 35-44 and Above 44), by Education (Less Than High School, High School Graduate, College Graduate and Other College Degrees) - Global Opportunity Analysis and Industry Forecasts, 2014 - 2022

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Abstracts

Contraception is the deliberate use of artificial methods to prevent pregnancy by interfering with the normal process of fertilization, ovulation, and implantation. The most common form of contraception, popularly known as fertility control or birth control, is a barrier method. It is available in two major forms in the market, namely, contraceptive drugs and devices. Contraceptive drugs include oral (pills), topical, and injectable contraceptives. Whereas, contraceptive devices include condom, Intrauterine devices (IUD), vaginal ring, implant, patch, diaphragms, sponges, and others. The major form of artificial contraception is the barrier method, especially condoms.

The world contraceptives market is expected to garner \$43,812 million by 2022 from \$28,175 million in 2015, registering a CAGR of 6.4% from 2016 to 2022. Increase in focus to prevent unwanted pregnancies, the incidence of STIs, and technological advancements in contraceptive methods majorly drive the market. Other birth control factors, such as family planning to improve the quality of life for both women and children and growth in adoption of modern contraceptives to control population have contributed majorly to the market growth. However, health risks associated with contraceptives, lack of social acceptance, and rise in prevalence of infertility among women hamper the Contraceptive market growth.

The world contraceptives market is segmented based on product, age group, education, end user, and geography. Based on product, the market is further segmented into contraceptive drugs and devices. Contraceptive drugs are further categorized into oral pills, topical, and injectable contraceptives. Among these, oral pills dominate the overall contraceptive drugs market, owing to their high success rate and increase in use as emergency contraceptive pills, also known as “morning pill”. In addition, contraceptive devices are further categorized into condom, IUD, vaginal ring, implant, patch, sponges, diaphragms, and others. Male condoms dominate the overall contraceptive device market due to the associated advantages such as cost-effective, fewer side effects, and ease of use.

Contraceptive market is further categorized by various age groups-15-24, 25-34, 35-44 and above 44 years, depending upon the usage and revenue generated by these age groups. On the basis of education the contraceptive market is further categorized into less than high school, high school graduate, college graduate, and other college degrees. Based on end user, the contraceptive market is segmented into household, hospitals, and, clinics. The world contraceptive market is analyzed based on four regions, namely North America, Europe, Asia-Pacific, and LAMEA. These regions are further categorized into their respective countries. In 2015, North America accounted for the largest share in the contraceptive market due to factors, such as product innovations, large number of public awareness programs, and growth in incidence of unwanted pregnancies among teenagers. U.S. majorly contributes for the remarkable growth in North America especially due to the large consumer base for advanced contraception. In addition, the Asia-Pacific region is expected to offer lucrative opportunities to market players, due to increase in focus of key players to expand in the emerging economies, improvement of healthcare infrastructure, and growth in population in populace countries such as China and India.

Market players have adopted product launch and acquisition as their key strategies to sustain the intense competition in the contraceptives market. For instance, in May 2016, Allergan launched levonorgestrel-releasing intrauterine system (LILETTA) 52 mg, a hormone-releasing system placed in woman's uterus to prevent pregnancy for up to 3 years with effectiveness of more than 99%. Moreover, Actavis plc acquired Allergan, Inc. (U.S.), a pharmaceutical company to expand its product portfolio of women's health and provide a robust platform for future product development.

KEY MARKET BENEFITS

This report provides the quantitative analysis of the current market and estimations for the period of 2014-2022 to identify the prevailing market opportunities.

This report provides an extensive analysis of the current and emerging market trends and dynamics in the world contraceptives market.

The market is analyzed based on various regions, namely, North America, Europe, Asia-Pacific, and LAMEA.

Comprehensive analysis of factors that drive and restrict the growth of the market is provided in the report.

In-depth analyses of current research and developments within contraceptives market are provided along with key market dynamic factors to understand the market dynamics.

Key market players in the market are profiled in this report along with detailed analysis of their strategies.

KEY MARKET SEGMENTS:

The world contraceptives market is segmented into product, age group, education, end user, and geography.

By Product

Drugs

Oral Contraceptive Pills

Injectable Contraceptives

Topical Contraceptives

Devices

Condoms

Female Condoms

Male Condoms

Intrauterine devices (IUDs)

Hormonal IUDs

Copper IUDs

Diaphragms

Sponges

Patches

Implants

Vaginal Rings

Others

AGE GROUP

15-24 years

25-34 years

35-44 years

Above 44 years

BY END USER

Less than high school

High school graduate

College graduate

Other college degrees

By End User

Household

Hospitals

Clinics

By Geography

North America

U.S.

Canada

Mexico

Europe

Germany

France

U.K.

Others

Asia-Pacific

Japan

China

Australia

India

Others

LAMEA

Japan

China

Australia

India

Others

KEY PLAYERS

The Female Health Company

Teva Pharmaceutical Industries Limited

Allergan plc

Bayer AG

Pfizer, Inc.

The Cooper Companies Inc.

Ansell LTD.

Mayer Laboratories

Merck & Co., Inc.

Church & Dwight, Co., Inc.

Other players in the value chain include (profiles not included in the report)

Reckitt Benckiser Plc

Warner Chilcott Company

BioSante Pharmaceuticals Inc.

Agile Therapeutics Inc.

HLL Lifecare Limited

MANKIND Pharmaceuticals

TTK HealthCare

Boehringer Ingelheim GmbH

Watson Pharmaceuticals, Inc.

V-Care Pharma Pvt. Ltd.

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