

# The Indian Contraceptive Market Outlook to 2015 - ECP Overshadowing the Condoms Segment

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## Abstracts

The report titled “The Indian Contraceptive Market Outlook to 2015 - ECP Overshadowing the Condoms Segment” provides a comprehensive analysis of market size of male condom, female condom and contraceptive pills on the basis of value and volume, market segmentation by free condom, social marketing condom and commercial marketing condom. The report also entails insight on government regulations on spreading awareness related to STD and distributing contraceptives. The report also provides market share and profile of major players operating in the contraceptive industry.

The future projections included in the report provide an overview on the prospects and expected growth drivers in the Indian contraceptive industry.

The Indian contraceptive industry is concentrated amongst the 4 major players such as HLL Life Care, TTK LIG, JK Ansell and Mankind Pharma. The male condom market has experienced growth of ~% with total revenue of INR ~ million in FY’2011. The growth has been influenced by the rise in the usage of condom while having physical intercourse with the multiple partners in order to stay safe from HIV/AIDS and other STD. The sales of the over the counter (OTC) emergency contraceptive pills are projected to rise at a CAGR of ~% in the next five years due an increasing knowledge about the emergency pills amongst the women which serves as the final solution to avoid the unwanted pregnancies after having unprotected sex.

India male condom industry has showcased a phenomenal growth in the past five years from INR ~ million in FY’2006 to INR ~ million in FY’2011. The growth was primarily due to constant rise in the usage of male condom because men are slowly becoming comfortable with the use of condom and they don’t mind trying the flavored, lubricated

and dotted condoms in order to get the extra pleasure while having sexual intercourse.

The commercial marketing condom segment has showcased growth in percentage contribution from ~% in FY'2006 to ~% in FY'2011 due to an incline in their revenue from INR ~ million in FY'2006 to INR ~ million in FY'2011. The growth in the contribution is due to rise in the seasonal sales as well as surge in the usage of condom by the young generation in order to stay safe from STD. The usage of condom while having sexual intercourse acts as a barrier to sexual pleasure, which has led the players to introduce variety of condoms in order to enhance the pleasure. The introduction of flavored and extra dotted condom in the market has led the marketers to attract more number of youngsters in the country.

In FY'2012, HLL produced ~ female condoms in the country in which NACO procured ~ pieces and rest is sold in the open market. The country has witnessed a decline in the sales of female condom in comparison to last year FY'2011 due to the improper publicity of female condoms such as no commercial advertisement on TV and lack of initiative made by NACO in spreading awareness in the rural sectors.

The Indian contraceptive market has witnessed a remarkable growth in the last five years from INR ~ million in FY'2006 to INR ~ million in FY'2011. The growth has been influenced by the rise in the sales of emergency pills in the country. This is because of the existing higher ratio of unprotected sex amongst the youngsters which led them to use emergency pills in order to avoid pre marital pregnancy.

The contribution of emergency contraceptive pills in the total contraceptive market has experienced growth from ~% in FY'2007 to ~% FY'2011. The growth is due to an increase in the awareness created through advertisement amongst the women related to avoiding unwanted pregnancies after having unprotected physical intercourse providing an immediate solution as compared to alternative methods such as abortion

The market of the Indian emergency contraceptive pills is expected to grow at a CAGR of 33.1% from FY'2012-FY'2015. The market is expected to witness new policies by the government of India such as lifting the ban on the advertisement of emergency pills which is expected to increase the sales of over the counter pills in the near future.

### **Key Topics Covered in the Report:**

The market size of the Indian male condom, female condom and contraceptive pills industry by value and volume, FY'2006-FY'2011

Government regulations on spreading awareness related to STD and distributing contraceptives.

Market segmentation on the basis of free condom, social marketing condom and commercial marketing condom, FY'2006-FY'2011

Trends and developments in the contraceptive industry

Market share of the top brand in the male condom industry, 2011 and contraceptive pills industry, 2010

Future outlook and projections on the basis of value and volume, FY'2012-FY'2015

Microeconomic and industry factors including People living with HIV/AIDS and number of HIV cases, reported number of abortions, number of children born and male and female population, FY'2006-FY'2015.

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