

# **Global Subdermal Contraceptive Implants Market Size Study, by Product (Etonogestrel Implant, Levonorgestrel Implant), by Distribution Channel (Hospitals, Gynecology Clinics, Community Health Care Centers, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

The global subdermal contraceptive implants market was valued at approximately USD 1.12 billion in 2023 and is anticipated to grow at a CAGR of 7.61% from 2024 to 2032. The demand for long-acting reversible contraceptives (LARCs) has surged due to their high efficacy, low maintenance requirements, and long-term reliability compared to daily contraceptive pills or barrier methods. The increasing number of unintended pregnancies has driven greater adoption of these implants, as they provide a prolonged contraceptive effect with minimal user intervention. According to a 2022 report by the United Nations Population Fund (UNFPA), 121 million unintended pregnancies occur globally each year, reinforcing the urgent need for accessible and long-term contraceptive solutions.

Government and non-governmental organizations (NGOs) worldwide are actively promoting family planning initiatives, ensuring broader adoption of subdermal contraceptive implants, particularly in rural and underserved regions. For instance, in October 2023, India's Health and Family Welfare Ministry launched subdermal single-rod implants as part of an extensive family planning initiative. Furthermore, advancements in biocompatible materials, implant miniaturization, and simplified insertion/removal procedures are driving higher user adoption by reducing side effects and increasing comfort.

Technological innovations are enhancing the safety and usability of subdermal contraceptive implants, positioning them as a preferred choice for long-term birth control. The introduction of hormone-free and longer-lasting implants is expected to expand the product portfolio of major market players, catering to diverse consumer preferences. However, challenges such as limited healthcare access in developing regions, high procedural costs, and a shortage of trained professionals may hinder growth. Despite these challenges, strategic mergers, acquisitions, and partnerships among pharmaceutical companies, biotechnology firms, and healthcare providers are fostering market expansion and product innovation.

The North American market accounted for the largest share (64.91%) in 2023, primarily driven by high awareness levels, government-backed reimbursement programs, and increased adoption of advanced contraceptive technologies. Europe follows closely, with governments implementing favorable contraceptive policies and insurance coverage for long-acting reversible contraceptives. Meanwhile, the Asia-Pacific region is expected to experience the fastest growth rate over the forecast period, fueled by rising awareness, expanding healthcare infrastructure, and proactive government initiatives promoting family planning. The Latin American and Middle Eastern & African (MEA) markets are also poised for significant expansion due to improved accessibility and increasing contraceptive awareness campaigns.

#### Major Market Players Included in This Report:

Merck & Co., Inc.

Bayer AG

Pfizer, Inc.

Shanghai Dahua Pharmaceutical Co., Ltd.

Gerresheimer AG

Novartis AG

SCHOTT

Lilly

Baxter

BD (Becton, Dickinson, and Company)

Theramex

Contraline, Inc.

ProMed Pharma LLC

Dar? Bioscience, Inc.

Mithra Pharmaceuticals

The Detailed Segments and Sub-Segments of the Market are Explained Below:

By Product:

Etonogestrel Implant

Levonorgestrel Implant

By Distribution Channel:

Hospitals

Gynecology Clinics

Community Health Care Centers

Others

By Region:

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

## Asia Pacific

China

India

Japan

Australia

South Korea

Thailand

## Latin America

Brazil

Argentina

## Middle East & Africa

Saudi Arabia

UAE

South Africa

Kuwait

## Years Considered for the Study Are as Follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

## Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032).

Annualized revenue projections and regional analysis for each market segment.

Comprehensive geographical landscape analysis with country-level insights.

Competitive landscape review, including leading market players.

Strategic recommendations for future market approaches.

Detailed analysis of market structure and competitive dynamics.

In-depth demand-side and supply-side market assessments.

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