

U.S. Contraceptives Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

U.S. Contraceptives Market was valued at USD 7 billion in 2023 and is projected to grow at a CAGR of 7.2% between 2024 and 2032. Contraceptives, also known as birth control, include a variety of methods, both devices and drugs, that help prevent pregnancy by reducing the likelihood of conception. The market covers numerous contraceptive options, such as condoms, IUDs, pills, and vaginal rings. A significant trend shaping the market is the rising preference for long-acting reversible contraceptives (LARCs), including intrauterine devices (IUDs) and implants. While hormonal contraceptives, like oral pills, continue to be widely used, newer options, such as non-hormonal gels, are gaining popularity, offering alternatives for those who prefer non-hormonal methods.

By product type, the market is divided into drugs and devices. In 2023, the drugs segment led the market, generating around USD 3.8 billion in revenue. Contraceptive drugs are highly effective when used correctly, providing individuals with a reliable means of controlling their reproductive health. The ease of use of options like oral pills and patches allows users to manage contraception without medical intervention, supporting flexibility and autonomy in family planning.

The distribution channel of contraceptives in the U.S. is categorized into retail pharmacies, hospital pharmacies, online platforms, and other channels. Retail pharmacies held the largest market share, accounting for 45.9% in 2023. Their accessibility makes them a convenient option for many individuals, as no appointment is needed to purchase contraceptives. Retail pharmacies also offer both prescription and over-the-counter contraceptive products, making a wide variety of options readily available to consumers, whether or not they have a prescription. In the East South

Central region, the contraceptives market reached USD 1.7 billion in 2023 and is expected to grow at a CAGR of 7.9% through 2032. High rates of unintended pregnancies and growing awareness of family planning are driving the demand for contraceptives in this region.

Government initiatives and public health campaigns have been instrumental in expanding access to contraception. Additionally, the increased adoption of long-acting reversible contraceptives (LARCs) like IUDs and implants is further contributing to market growth in the region.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Favorable regulatory scenario
 - 3.2.1.2 Growing inclination towards planned delayed pregnancy
 - 3.2.1.3 High unmet contraceptive needs
 - 3.2.1.4 Growing prevalence of sexually transmitted diseases (STD)
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Growing infertility prevalence
 - 3.2.2.2 Adverse effects of contraceptive drugs
- 3.3 Growth potential analysis
- 3.4 Technology landscape
- 3.5 Regulatory scenario
- 3.6 Reimbursement scenario
- 3.7 Future market trends

3.8 Pricing analysis, 2023

3.9 Porter's analysis

3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Company matrix analysis

4.4 Competitive analysis of major market players

4.5 Competitive positioning matrix

4.6 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRODUCT, 2021 – 2032 (\$ MN)

5.1 Key trends

5.2 Drugs

5.2.1 Oral contraceptive pills

5.2.2 Injectable contraceptives

5.2.3 Topical contraceptives

5.3 Devices

5.3.1 Intra-uterine devices

5.3.1.1 Hormonal IUD

5.3.1.2 Copper IUD

5.3.2 Condoms

5.3.2.1 Male

5.3.2.2 Female

5.3.3 Subdermal implants

5.3.4 Vaginal rings

5.3.5 Diaphragms

5.3.6 Contraceptive sponges types

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY AGE GROUP, 2021 – 2032 (\$ MN)

6.1 Key trends

6.2 15-44 years

6.3 Above 44 years

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032 (\$ MN)

- 7.1 Key trends
- 7.2 Retail pharmacies
- 7.3 Hospital pharmacies
- 7.4 Online channels
- 7.5 Other distribution channels

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY ZONE, 2021 – 2032 (\$ MN)

- 8.1 Key trends
- 8.2 East South Central
- 8.3 West South Central
- 8.4 South Atlantic
- 8.5 Mountain States
- 8.6 East North Central
- 8.7 Northeast
- 8.8 Pacific Central
- 8.9 West North Central

CHAPTER 9 COMPANY PROFILES

- 9.1 Allergan (AbbVie, Inc.)
- 9.2 Ani Pharmaceuticals
- 9.3 Bayer AG
- 9.4 CooperSurgical Inc
- 9.5 Church & Dwight Co, Inc.
- 9.6 Johnson & Johnson
- 9.7 Mayer Laboratories, Inc.
- 9.8 Merck & Co., Inc.
- 9.9 Meril Life Sciences Pvt. Ltd.
- 9.10 Perrigo Company
- 9.11 Pfizer, Inc.
- 9.12 Pregna International Ltd.
- 9.13 Reckitt Benckiser Group Plc.
- 9.14 Teva Pharmaceuticals Industries Ltd.
- 9.15 Veru Inc.

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