

# **U.S. Contraceptive Market Size, Share & Trends Analysis Report By Product (Pills, Intrauterine Devices (IUD), Condoms, Vaginal Ring, Subdermal Implants, Injectable), And Segment Forecasts, 2022 - 2030**

<https://marketpublishers.com/r/UA5352D329EEN.html>

Date: April 2022

Pages: 66

Price: US\$ 5,950.00 (Single User License)

ID: UA5352D329EEN

## **Abstracts**

**This report can be delivered to the clients within 72 Business Hours**

### **U.S. Contraceptive Market Growth & Trends**

The U.S. contraceptive market size is expected to reach USD 12.0 billion by 2030 registering a CAGR of 4.70%, according to a new report by Grand View Research, Inc. Improving access and awareness regarding Long-Acting Reversible Contraceptives (LARCs) and the effectiveness and convenience of using these products are expected to drive the growth of the industry. The Guttmacher Institute reported that 60% of women belonging to the reproductive age use contraception in the U.S. Use of hormonal contraceptives other than the birth control pill has significantly increased in married women.

The increasing availability of contraceptives in the U.S. has improved several aspects of society such as education, career opportunities, and poverty for women. Access to modern methods of contraception has significantly improved career opportunities and allowed women to earn wages at par with men. Moreover, it has also reduced the number of women living in poverty due to unintended pregnancies and the high costs associated with raising a child. The legalization of family planning in the majority of the states has reduced the economic burden for the next generation as there has been a substantial reduction in the number of citizens living in poverty as adults.

The onset of the COVID-19 pandemic has showcased a negative impact on the market partially offsetting the initiatives by manufacturers. Short-term contraceptives such as birth control pills and condoms require re-prescription filling and frequent purchase, which may increase the risk of exposure to the virus. Thus, usage of these products has been limited during the pandemic. Moreover, the availability and distribution of contraceptives at public healthcare centers have been impacted in the U.S. Unemployment and loss of insurance that covers expenses of contraceptives in the U.S. are also anticipated to limit usage during the COVID-19 pandemic.

## U.S. Contraceptive Market Report Highlights

The prevalence of teenage pregnancies is highest in the U.S. Government initiatives, such as improving sex education and increasing access to contraceptives, is expected to boost the adoption of various birth control methods in the country

In 2021, the pills segment held the largest market share owing to the convenience of use and easy availability. The contraceptive pills market in the country is highly competitive due to the presence of generic products

The rapid growth of subdermal implants in the U.S. contraceptive market is anticipated in the coming years. The subdermal implants market is highly consolidated with the presence of very few players

The shutdown of manufacturing units in China and Southeast Asian countries during the early stages of the COVID-19 pandemic led to shortages of products such as condoms and implants.

The operations of market players are affected by generic competition, industry consolidation, competitive combination products, new information from clinical trials of marketed products, and patents granted to competitors' new products, among others.

Key companies in this market are focusing more on M&A and product development to gain a competitive edge over others. In February 2020, TherapeuticsMD, Inc. entered into an agreement with Afaxys Pharma, LLC to increase access to ANNOVERA in the U.S. public health sector

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation & Scope
  - 1.1.1 Estimates And Forecast Timeline
- 1.2 Research Methodology
- 1.3 Information Procurement
  - 1.3.1 Purchased Database
  - 1.3.2 GVR's Internal Database
  - 1.3.3 SSecondary Sources
  - 1.3.4 Primary Research
  - 1.3.5 Details of Primary Research
- 1.4 Information or Data Analysis
  - 1.4.1 Data Analysis Models
- 1.5 Market Formulation & Validation
- 1.6 Model Details
  - 1.6.1 Commodity Flow Analysis
  - 1.6.2 Volume Price Analysis
- 1.7 List of Secondary Sources
- 1.8 List of Primary Sources
- 1.9 List of Abbreviations
- 1.10 Objectives
  - 1.10.1 Objective
  - 1.10.2 Objective
  - 1.10.3 Objective

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Segment Outlook
  - 2.2.1 Product
- 2.3 Competitive Insights

### CHAPTER 3 MARKET VARIABLES, TRENDS, & SCOPE

- 3.1 Market Lineage Outlook
  - 3.1.1 Parent market outlook
  - 3.1.2 Related/Ancillary market outlook

## 3.2 Market Dynamics

### 3.2.1 Market driver analysis

#### 3.2.1.1 Rapid technological advancements

#### 3.2.1.2 Increasing initiatives by social organizations to improve access to condoms

#### 3.2.1.3 Rising publicly funded family planning services

### 3.2.2 Market restraint analysis

#### 3.2.2.1 Increasing geriatric population and rising prevalence of infertility

#### 3.2.2.2 Adverse effects associated with the use of contraceptive drugs and devices

## 3.3 Business Environment Analysis Tools

### 3.3.1 PESTEL analysis

#### 3.3.1.1 Political & legal landscape

#### 3.3.1.2 Economic & social landscape

#### 3.3.1.3 Technological landscape

### 3.3.2 Porter's Five Forces Analysis

#### 3.3.2.1 Competitive rivalry - High

#### 3.3.2.2 Bargaining power of suppliers - Moderate

#### 3.3.2.3 Bargaining power of buyers - Moderate

#### 3.3.2.4 Threat of new entrants - High

#### 3.3.2.5 Threat of substitutes - Moderate

## 3.4 Penetration & Growth Prospect Mapping

### 3.4.1 Analysis

## 3.5 Pipeline Analysis

## 3.6 Regulatory & Reimbursement Framework

### 3.6.1 Regulatory Scenario

### 3.6.2 Reimbursement Framework

## 3.7 Impact of COVID - 19: Qualitative Analysis

# CHAPTER 4 U.S. CONTRACEPTIVE MARKET: PRODUCT ANALYSIS

## 4.1 U.S. Contraceptive Market Share Analysis, 2021- 2030

## 4.2 U.S. Contraceptive Product Market: Segment Dashboard

## 4.3 Market Size & Forecasts and Trend Analysis, 2017 to 2030 for the Product Segment

### 4.3.1 Pills

#### 4.3.1.1 Pills market, 2017 - 2030 (USD Billion)

### 4.3.2 Intrauterine Device (IUD)

#### 4.3.2.1 Intrauterine device market, 2017 - 2030 (USD Billion)

#### 4.3.2.2 Hormonal IUD

##### 4.3.2.2.1 Hormonal IUD market, 2017 - 2030 (USD Billion)

#### 4.3.2.3 Nonhormonal IUD

- 4.3.2.3.1 Nonhormonal IUD market, 2017 - 2030 (USD Million)
- 4.3.3 Condoms
  - 4.3.3.1 Condoms market, 2017 - 2030 (USD Billion)
  - 4.3.3.2 Male Condoms
    - 4.3.3.2.1 Male Condoms market, 2017 - 2030 (USD Million)
  - 4.3.3.3 Female Condoms
    - 4.3.3.3.1 Female Condoms market, 2017 - 2030 (USD Million)
- 4.3.4 Vaginal Ring
  - 4.3.4.1 Vaginal ring market, 2017 - 2030 (USD Billion)
- 4.3.5 Subdermal Implants
  - 4.3.5.1 Subdermal implants market, 2017 - 2030 (USD Billion)
- 4.3.6 Injectable
  - 4.3.6.1 Injectable market, 2017 - 2030 (USD Billion)
- 4.3.7 Others
  - 4.3.7.1 Others market, 2017 - 2030 (USD Billion)

## **CHAPTER 5 COMPETITIVE ANALYSIS**

- 5.1 Recent Developments & Impact Analysis, by Key Market Participants
- 5.2 Strategic Framework/ Competition Categorization (Key innovators, Market leaders, emerging players)
- 5.3 Major Deals & Strategic Alliances Analysis
  - 5.3.1 Mergers & acquisitions and joint ventures
  - 5.3.2 Licensing & partnership and technology collaborations
- 5.4 Vendor Landscape
  - 5.4.1 List of Players in the U.S. Contraceptive Market
  - 5.4.2 Company Market Position Analysis
- 5.5 Company Profiles
  - 5.5.1 Church & Dwight Co., Inc.
    - 5.5.1.1 Company overview
    - 5.5.1.2 Financial performance
    - 5.5.1.3 Product benchmarking
    - 5.5.1.4 Strategic initiatives
    - 5.5.1.5 SWOT analysis
  - 5.5.2 Reckitt Benckiser Group plc
    - 5.5.2.1 Company overview
    - 5.5.2.2 Financial performance
    - 5.5.2.3 Product benchmarking
    - 5.5.2.4 Strategic initiatives

- 5.5.2.5 SWOT analysis
- 5.5.3 Veru, Inc.
  - 5.5.3.1 Company Overview
  - 5.5.3.2 Financial performance
  - 5.5.3.3 Product benchmarking
  - 5.5.3.4 Strategic initiatives
  - 5.5.3.5 SWOT Analysis
- 5.5.4 Organon Group of Companies
  - 5.5.4.1 Company overview
  - 5.5.4.2 Financial performance
  - 5.5.4.3 Product benchmarking
  - 5.5.4.4 Strategic initiative
  - 5.5.4.5 SWOT analysis
- 5.5.5 Pfizer, Inc.
  - 5.5.5.1 Company overview
  - 5.5.5.2 FINANCIAL PERFORMANCE
  - 5.5.5.3 Product benchmarking
  - 5.5.5.4 Strategic initiatives
  - 5.5.5.5 SWOT analysis
- 5.5.6 Teva Pharmaceutical Industries Ltd.
  - 5.5.6.1 Company overview
  - 5.5.6.2 Financial performance
  - 5.5.6.3 Strategic initiatives
  - 5.5.6.4 SWOT analysis
- 5.5.7 The Cooper Companies, Inc.
  - 5.5.7.1 Company overview
  - 5.5.7.2 Financial performance
  - 5.5.7.3 Product benchmarking
  - 5.5.7.4 Strategic initiative
  - 5.5.7.5 SWOT analysis
- 5.5.8 Mayer Laboratories, Inc.
  - 5.5.8.1 Company overview
  - 5.5.8.2 Product benchmarking
- 5.5.9 Agile Therapeutics
  - 5.5.9.1 Company overview
  - 5.5.9.2 Financial performance
  - 5.5.9.3 Product benchmarking
  - 5.5.9.4 Strategic initiatives
  - 5.5.9.5 SWOT analysis

- 5.5.10 TherapeuticsMD, Inc.
  - 5.5.10.1 Company overview
  - 5.5.10.2 Financial performance
  - 5.5.10.3 Product benchmarking
  - 5.5.10.4 Strategic initiative
  - 5.5.10.5 SWOT analysis
- 5.5.11 Bayer AG
  - 5.5.11.1 Company overview
  - 5.5.11.2 Financial performance
  - 5.5.11.3 Product benchmarking
  - 5.5.11.4 Strategic initiatives
  - 5.5.11.5 SWOT analysis
- 5.5.12 Afaxys, Inc.
  - 5.5.12.1 Company overview
  - 5.5.12.2 Product benchmarking
  - 5.5.12.3 Strategic initiatives
  - 5.5.12.4 SWOT analysis
- 5.5.13 Mithra Pharmaceuticals
  - 5.5.13.1 Company overview
  - 5.5.13.2 Financial performance
  - 5.5.13.3 Product benchmarking
  - 5.5.13.4 Strategic initiatives
  - 5.5.13.5 SWOT analysis
- 5.5.14 Abbvie
  - 5.5.14.1 Company overview
  - 5.5.14.2 Financial performance
  - 5.5.14.3 Product benchmarking
  - 5.5.14.4 Strategic initiatives
  - 5.5.14.5 SWOT analysis

## **CHAPTER 6 RECOMMENDATIONS**

- 6.1 KOL Comments
- 6.2 Recommendations

## List Of Tables

### LIST OF TABLES

1. List of secondary sources
2. List of abbreviations
3. Contraceptive methods and associated side effects
4. Classification of contraceptives by the U.S. FDA
5. States that have expanded on contraceptive coverage guarantee in the Affordable Care Act
6. Types of oral contraceptives, composition, and regimen
7. List of intrauterine devices currently available in the U.S.
8. Types of male condom variants
9. U.S. contraceptive market, 2017 - 2030 (USD Million)
10. U.S. condom market, by product, 2017 - 2030 (USD Million)
11. U.S. Intrauterine Devices (IUD) Market, by type, 2017 - 2030 (USD Million)



## List Of Figures

### LIST OF FIGURES

1. Market research process
2. Data triangulation techniques
3. Primary research pattern
4. Market research approaches
5. Value-chain-based sizing & forecasting
6. QFD modeling for market share assessment
7. Market formulation & validation
8. Market outlook, 2021 (USD Million)
9. Market trends & outlook
10. Market driver relevance analysis (Current & future impact)
11. Market restraint relevance analysis (Current & future impact)
12. Penetration & growth prospect mapping
13. U.S. contraceptive product market share analysis, 2021 - 2030 (USD Billion)
14. U.S. contraceptive product market: Segment dashboard
15. Pills market, 2017 - 2030 (USD Billion)
16. Intrauterine device market, 2017 - 2030 (USD Billion)
17. Hormonal IUD market, 2017 - 2030 (USD Billion)
18. Nonhormonal IUD market, 2017 - 2030 (USD Billion)
19. Condoms market, 2017 - 2030 (USD Billion)
20. Male condoms market, 2017 - 2030 (USD Billion)
21. Female condoms market, 2017 - 2030 (USD Billion)
22. Vaginal ring market, 2017 - 2030 (USD Billion)
23. Subdermal implants market, 2017 - 2030 (USD Billion)
24. Injectable market, 2017 - 2030 (USD Billion)
25. Others market, 2017 - 2030 (USD Billion)
26. Impact analysis by key market participants
27. Strategy framework / Competition categorization
28. Company market position analysis

## I would like to order

Product name: U.S. Contraceptive Market Size, Share & Trends Analysis Report By Product (Pills, Intrauterine Devices (IUD), Condoms, Vaginal Ring, Subdermal Implants, Injectable), And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/UA5352D329EEN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA5352D329EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970