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Intrauterine Devices Market (By Product Type, Age-Band, End User, and Region), Key Company Profiles, Market Dynamics, Trends and Recent Developments – Global Forecast to 2035

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Abstracts

The global intrauterine devices (IUDs) market was valued at US$ 4,961 million in 2025 and is projected to reach US$ 13,230 million by 2035. IUDs are small, T-shaped contraceptive devices inserted into the uterus by healthcare professionals to provide long-term, reversible pregnancy prevention. The market comprises two primary categories: hormonal IUDs, which release progestin to prevent pregnancy, and copper IUDs, which release copper ions that impair sperm function and prevent fertilization.

Intrauterine devices occupy a differentiated position in the contraceptive landscape, combining high efficacy, long duration of action, and reversibility. Depending on the product, contraceptive protection can last approximately 3–10 years, while removal allows users to pursue pregnancy when desired. With typical-use effectiveness exceeding 99%, IUDs offer a reliable alternative to contraceptive methods that require daily adherence. Their minimal maintenance requirements following insertion further strengthen their appeal among individuals seeking convenient, long-term pregnancy prevention.

The market is evolving from an access-led contraceptive category toward a more differentiated reproductive-health segment. Public procurement and donor-funded programs continue to support device volumes in lower-income markets, while hormonal IUDs are creating opportunities for higher-value growth in markets with established reimbursement frameworks, provider infrastructure, and broader clinical adoption. Consequently, market expansion will depend not only on contraceptive awareness and product availability but also on the capacity of healthcare systems to support insertion,

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follow-up, and removal services.

Increasing awareness of family planning and the growing preference for reliable, reversible contraception are supporting demand for IUDs. As individuals and couples seek greater control over pregnancy timing and family size, long-acting reversible contraceptives are gaining relevance because they reduce dependence on daily or frequent contraceptive use. Their high effectiveness and extended duration of protection position IUDs as an important option within modern family-planning strategies.

Product innovation is further expanding the market's addressable opportunity. Advances in hormonal delivery systems, device design, and material compatibility are supporting product differentiation and improving the range of options available to users. Hormonal and copper IUDs address different preferences and clinical requirements, allowing healthcare professionals to tailor contraceptive choices to individual needs.

However, converting awareness into sustained adoption requires more than product innovation. Insertion and removal generally require trained healthcare professionals, making provider availability, service quality, and access to reproductive-health facilities important determinants of market penetration. Investments in provider training, patient education, and service delivery can therefore play a critical role in translating unmet contraceptive needs into actual device utilization.

The global IUD market is moderately concentrated, with the five leading suppliers collectively accounting for approximately 50% of market value in 2025. Bayer AG is identified as the leading market participant, followed by AbbVie, CooperSurgical, Medicines360 and Eurogine. Other participants, including DKT, GIMA, GYNO CARE, HLL Lifecare Limited, Meril, MONA LISA, PREGNA, Prosan, Sebela Pharmaceuticals, and SMB, contribute to competitive diversity across regional and public-sector markets. The competitive dynamics vary by product category. Hormonal IUDs are relatively concentrated around established branded platforms supported by clinical evidence, product recognition, and established distribution networks. In contrast, copper IUDs face competition from a broader mix of regional manufacturers, lower-cost suppliers, and companies participating in public procurement programs.

Overall, long-term market growth will depend on the interaction between product innovation and healthcare delivery capacity. Suppliers that align differentiated products with accessible pricing, effective distribution, and stronger provider networks will be better positioned to capture opportunities across both established and underserved markets.

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Recent Developments

In February 2026, Organon announced an exclusive global licensing agreement for MIUDELLA, Sebela Pharmaceuticals' hormone-free copper IUD. The agreement expands Organon's women's-health portfolio and signals continuing strategic interest in copper-device innovation, subject to the stated regulatory and transaction conditions.

In February 2025, Sebela Women's Health Inc., a division of Sebela Pharmaceuticals, announced FDA approval of MIUDELLA (copper intrauterine system) for pregnancy prevention in women of reproductive potential for up to three years. MIUDELLA is a hormone-free, low-dose copper IUD, the first FDA-approved in the U.S. in over 40 years.

In September 2024, CooperSurgical, Inc. introduced a new single-hand inserter in the global market. This inserter is used for the placement of Paragard, a hormone-free copper intrauterine device (IUD).

In January 2024, Medicines360, a global nonprofit in women's health, and DKT WomanCare, a global distributor of contraceptive products, partnered to expand access to AVIBELA. AVIBELA is a cost-effective, high-quality hormonal IUD with over 99% effectiveness. This collaboration aims to increase awareness, accessibility, and usage of this highly effective contraceptive option.

By Product Type: Global Intrauterine Devices Market – Key Takeaways

Hormonal IUDs accounted for the largest share of the global intrauterine devices market in 2025, supported by their broader clinical applications beyond pregnancy prevention. Levonorgestrel-releasing systems are used to manage heavy menstrual bleeding and may also support specific perimenopausal care needs, expanding their relevance across different patient groups. In addition, the availability of products with varying hormone dosages and device designs enables healthcare professionals to tailor treatment choices to individual patient requirements, reinforcing the segment's market leadership.

Copper IUDs are expected to account for nearly one-quarter of the global

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intrauterine devices market by 2035. Their continued relevance stems from their hormone-free contraceptive profile and affordability, which make them an important option for cost-conscious consumers and public-sector procurement programs. Future growth will depend on manufacturers' ability to improve device design and address insertion-related challenges and tolerability concerns while maintaining the cost advantages that support adoption across public healthcare systems.

By Age-Band: Global Intrauterine Devices Market – Key Takeaways

The 35–39 years age group accounted for the largest share of the global intrauterine devices market in 2025. Demand within this cohort is supported by family-planning preferences that increasingly favor long-acting, low-maintenance contraceptive solutions as individuals approach or complete their desired family size. Additionally, the need to manage menstrual symptoms strengthens demand for hormonal IUDs, supporting their use beyond contraception and contributing to the segment's leading market position.

The 30–34 years age group accounted for a significant share of the global intrauterine devices market in 2025. Demand in this cohort is driven by the need for reliable, long-acting contraception that supports family-spacing preferences while preserving future fertility options. IUDs offer an effective alternative to contraceptive methods requiring frequent or daily adherence, making them an attractive choice for individuals seeking convenient, long-term pregnancy prevention without compromising reproductive flexibility.

Adoption among the 25–29 years age group is supported by evolving clinical practices that increasingly recognize IUDs as suitable contraceptive options for younger and nulliparous individuals. Growing awareness of long-acting reversible contraception across community healthcare and reproductive-health settings is also encouraging earlier consideration of IUDs during contraceptive counselling, supporting uptake among younger adults seeking effective and reversible pregnancy prevention.

The demand in the 40–44 years age group is driven by the combined need for reliable contraception and perimenopausal symptom management. Hormonal

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IUDs can play a role in managing heavy menstrual bleeding and addressing specific reproductive-health needs during the menopausal transition, broadening their clinical relevance beyond pregnancy prevention and supporting demand within this age cohort.

By End User: Global Intrauterine Devices Market – Key Takeaways

Hospitals accounted for largest share of the global intrauterine devices market in 2025, supported by their established clinical infrastructure, trained healthcare professionals, and integrated referral pathways. Their role is particularly significant in markets where contraceptive insertion services and specialist care are concentrated in hospital settings. Hospitals also serve as important delivery points for government-supported family-planning programs, positioning them as key channels for both hormonal IUD adoption and high-volume public-sector procurement.

Gynecology clinics accounted for a significant share of the global intrauterine devices market in 2025, supported by demand for specialized reproductive healthcare and convenient access to contraceptive services. Compared with hospital outpatient departments, these clinics can offer more accessible consultations and continuity of care. As provider training expands and insertion techniques and delivery systems improve, gynecology clinics are well positioned to capture a greater proportion of routine IUD placements while maintaining personalized counselling and patient support.

Community healthcare centers serve as an important access point for IUD services, particularly in regions where specialist care is limited or costly. Their role in expanding market penetration will depend on reliable product availability, supportive reimbursement mechanisms, and adequate healthcare workforce training. In areas where these centers are the primary entry point for reproductive-health services, strengthening service delivery capabilities can improve access to long-acting contraception and support broader IUD adoption.

By Region: Global Intrauterine Devices Market – Key

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Takeaways

North America remained the leading region in the global intrauterine devices market in 2025, driven by premium-priced hormonal IUDs, well-established healthcare infrastructure, and insurance-supported access to contraceptive services. Although its share of the global market may gradually moderate as emerging economies expand access to long-acting contraception, the region is expected to retain its importance as a high-value market, supported by established clinical practices and continued product innovation.

The United States represents a major contributor to regional market revenue, supported by substantial demand for hormonal IUDs, an established copper-IUD segment, and increasing attention to innovations that improve the insertion experience. Insurance coverage, manufacturer-led awareness initiatives, and the availability of trained healthcare professionals will remain critical to translating demand into adoption across primary-care facilities, community health centers, and specialist clinics.

The European intrauterine devices market is projected to expand steadily over the forecast period, supported by established clinical practices, contraceptive awareness, and healthcare systems that facilitate access to both copper and hormonal IUDs. Market growth is expected to reflect continued adoption within mature healthcare settings rather than a fundamental shift in access. However, differences in reimbursement policies, provider availability, and private-sector participation across countries will continue to influence regional growth and product mix.

Germany represents a leading market for intrauterine devices in Europe, supported by well-developed gynecological healthcare infrastructure, established contraceptive practices, and the presence of recognized hormonal-IUD brands. Demand is further influenced by patient preferences for long-acting contraception and the availability of specialist services. Going forward, reimbursement eligibility, prescribing practices, and access to trained healthcare professionals will remain important determinants of adoption across different patient groups.

The Asia Pacific intrauterine devices market is projected to register the fastest growth over the forecast period, driven by expanding access to contraception,

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evolving family-planning preferences, and increasing demand for long-acting reversible contraceptive methods. The region encompasses diverse market dynamics, ranging from public-sector copper-IUD programs in populous countries to premium hormonal-IUD adoption in higher-income markets. Capturing this opportunity will require manufacturers to align volume-based procurement strategies with country-specific regulatory requirements, reimbursement structures, and healthcare delivery channels.

China represents a leading market for intrauterine devices in Asia Pacific. Its market is gradually evolving from a predominantly public-health-oriented model toward a more diversified landscape that includes private-sector demand for hormonal systems. Urbanization, expanding consumer choice, and changing reproductive-health preferences are creating opportunities for manufacturers to strengthen their presence across public and private healthcare channels. Suppliers that can balance affordability with product differentiation will be better positioned to address the region's diverse patient needs.

Japan's intrauterine devices market is characterized by demand for premium hormonal systems within a regulated healthcare environment. The use of hormonal IUDs for specific therapeutic applications, including the management of heavy menstrual bleeding, can support adoption beyond contraception. As clinical familiarity increases and awareness of menstrual-health management expands, opportunities may emerge for manufacturers offering differentiated products that address both contraceptive and therapeutic needs.

iGATE RESEARCH report titled “Intrauterine Devices Market (By Product Type, Age-Band, End User, and Region), Key Company Profiles, Market Dynamics, Trends and Recent Developments – Global Forecast to 2035” provides a comprehensive analysis of the Global Intrauterine Devices Market.

This report has been analyzed from 10 View Points:

1) Global – Intrauterine Devices Market and Forecast (2022 - 2035)

2) Global – Intrauterine Devices Market Share and Forecast (2022 - 2035)

3) By Product Type - Global Intrauterine Devices Market and Forecast (2022 - 2035)

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4) By Age Band - Global Intrauterine Devices Market and Forecast (2022 - 2035)

5) By End User – Global Intrauterine Devices Market and Forecast (2022 - 2035)

6) By Region – Intrauterine Devices Market and Forecast (2022 - 2035)

7) By Country – Intrauterine Devices Market and Forecast (2022 - 2035)

8) Global Intrauterine Devices Market – Trends & Recent Developments

9) Global Intrauterine Devices Market – Key Company Profiles

10) Global Intrauterine Devices – Market Dynamics

By Product Type - Global Intrauterine Devices Market and Forecast

Copper IUD

Hormonal IUD

By Age Band - Global Intrauterine Devices Market and Forecast

15-19 Years

20-24 Years

25-29 Years

30-34 Years

35-39 Years

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40-44 Years

45+ Years

By End User - Global Intrauterine Devices Market and Forecast

Hospitals

Gynecology Clinics

Community Healthcare Centers

By Region - Intrauterine Devices Market and Forecast

1. North America

United States

Canada

2. Europe

Germany

United Kingdom

France

Italy

Spain

Netherlands

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Rest of Europe

3. Asia Pacific

China

Japan

India

Australia

South Korea

Rest of Asia Pacific

4. Latin America

Brazil

Mexico

Argentina

Rest of Latin America

5. Middle East & Africa

South Africa

Saudi Arabia

UAE

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Rest of Middle East & Africa

Global Intrauterine Devices Market – Key Company Profiles

1. AbbVie
2. Bayer
3. CooperSurgical
4. DKT
5. Eurogine
6. GIMA
7. GYNO CARE
8. HLL Lifecare Limited
9. Medicines360
10. Meril
11. MONA LISA
12. PREGNA
13. Prosan
14. Sebela Pharmaceuticals
15. SMB

Data Source

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