

Intrauterine Devices (IUD) Market Report by Product (Hormonal Intrauterine Device, Copper Intrauterine Device), End-Use (Hospitals, Gynaecology Clinics, Community Healthcare, and Others), and Region 2024-2032

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Abstracts

The global intrauterine devices market size reached US\$ 4.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.6 Billion by 2032, exhibiting a growth rate (CAGR) of 4.1% during 2024-2032. The increasing awareness about reproductive health facilitated by the availability of effective, long-term contraceptive methods, the rising trend of population control efforts, and continual advancements in medical technology and research represent some of the factors that are propelling the market.

Intrauterine Devices (IUDs) are a form of long-term, reversible birth control, representing one of the most effective contraceptive methods available today. An IUD is a small, T-shaped device that is inserted into the uterus by a healthcare provider to prevent pregnancy. There are two main types of IUDs: copper IUDs, which release a small amount of copper to deter sperm from reaching the egg, and hormonal IUDs, which release hormones to thicken cervical mucus and block sperm from fertilizing the egg. IUDs provide an extended period of protection, ranging from three to ten years, depending on the type. They offer the convenience of minimal ongoing care and are favored for their efficacy, reversibility, and ease of use.

The global market is primarily driven by the increasing awareness about reproductive health facilitated by the availability of effective, long-term contraceptive methods. In line with this, the growing preference for reversible and hassle-free birth control options is also providing an impetus to the market. Moreover, the support and educational

initiatives by healthcare providers and organizations about the benefits and usage of IUDs are acting as significant growth-inducing factors for the market. In addition to this, the endorsement of IUDs by medical professionals, owing to their safety and reliability, is encouraging the expansion of the market. Also, the rise in government initiatives promoting family planning and reproductive health education is impacting the market positively. The market is further driven by favorable healthcare policies and insurance coverage, which make IUDs more accessible and affordable to a broader population.

Intrauterine Devices (IUD) Market Trends/Drivers:

Rising trend of population control efforts

The growing awareness of sustainable development has led governments and international organizations to prioritize population control efforts. This significant shift in policy direction is reinforcing the role of effective and long-term contraceptive methods such as IUDs. Also, various collaborative programs among governmental bodies of several countries, NGOs, and manufacturers aim to promote IUDs as a preferred method of family planning. These alliances often result in extensive campaigns, distribution networks, and educational outreach, making IUDs more accessible and acceptable to diverse populations. Additionally, tailored interventions and subsidies in various regions further facilitate the adoption of IUDs. This global movement towards population control, with an emphasis on responsible family planning and reproductive choices, stands as a powerful driver for the IUD market, fueling both demand and innovation.

Growing female workforce participation

The rise in the female workforce's participation marks a cultural and economic shift, influencing various aspects of life, including reproductive choices. As women continue to take on professional roles, the need for convenient, reliable, and low-maintenance contraceptive methods has grown. IUDs, known for their extended effectiveness and minimal ongoing care, resonate with the lifestyle needs of working women. They provide the flexibility and assurance that many seek in balancing their careers and personal lives. Moreover, employers and healthcare providers are increasingly recognizing these needs, offering support and coverage for IUDs as part of comprehensive health benefits. This alignment of market supply with the real-life demands of a growing segment of the population is not just a trend but a substantial driving force in the IUD market.

Continual advancements in medical technology and research

The healthcare industry is marked by continuous advancements in medical technology and research, and the field of contraception is no exception. Innovations in materials, designs, and hormone delivery mechanisms have led to the development of more advanced and user-friendly IUDs. The drive for improvement is fueled by investment in research and development by leading companies in the field, often in collaboration with healthcare providers and research institutions. These partnerships enable a deeper understanding of user needs, preferences, and medical requirements, guiding the design and functionality of new IUD models. This focus on innovation ensures that IUDs remain at the forefront of contraceptive technology, offering choices that are not only effective but also aligned with the comfort and well-being of users. The investment in technological progress underscores the commitment to enhancing reproductive health, making it a pivotal driver in the IUD market growth.

Intrauterine Devices (IUD) Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global intrauterine devices market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product and end-use.

Breakup by Product:

Hormonal Intrauterine Device

Copper Intrauterine Device

Hormonal intrauterine device (IUD) represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the product. This includes hormonal intrauterine device, and copper intrauterine device. According to the report, hormonal intrauterine devices (IUD) represented the largest segment.

The demand for hormonal IUDs is growing due to their high effectiveness in preventing pregnancies, which makes them a reliable choice for many. Their suitability for extended usage of up to 3-7 years offers long-term solutions without the need for daily intervention. The ability to return to normal fertility after removal adds to their appeal. Many users also find them to be a preferable non-surgical option, contributing to their popularity. The combined factors of effectiveness, longevity, reversibility, and non-surgical nature make this segment an integral part of the global IUD market.

On the other hand, copper IUDs offer a contraceptive method without the use of hormones, appealing to those who want to avoid hormonal intervention. They provide a cost-effective solution, often entailing only a one-time expense. The protection they offer is long-lasting, often effective for up to 10 years, making them an attractive long-term option. These factors together make copper IUDs a significant segment, reflecting the various preferences and financial considerations of the global population.

Breakup by End-Use:

Hospitals

Gynaecology Clinics

Community Healthcare

Others

The report has provided a detailed breakup and analysis of the market based on the end-use. This includes hospitals, gynaecology clinics, community healthcare, others.

In the hospitals segment, the availability of specialized professionals ensures access to expert care, while the use of modern tools and technologies facilitates insertion. Comprehensive services, including consultation, insertion, and follow-up, create a streamlined patient experience. Hospitals continue to be a core setting for IUD administration, integrating specialized care with state-of-the-art technology to serve a broad population base.

On the other hand, gynaecology clinics are seeing growth in IUD administrations owing to their focused expertise in women's reproductive health. They offer personalized care tailored to individual needs and are often more accessible than hospitals for many patients. This specialized, accessible, and personalized care makes gynaecology clinics an essential part of the landscape, serving a diverse clientele with varying needs and preferences.

Furthermore, community healthcare segment of the market is impelled by the introduction of affordable and often lower-cost services. Accessibility in remote and underserved areas ensures that more people can avail themselves of these devices. Education and outreach are significant components of this segment, with community health providers offering necessary information and support. This approach fosters a wider reach and makes IUDs available to populations that might otherwise have limited access.

Breakup by Region:

Europe

North America

Asia Pacific

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest intrauterine devices (IUD) market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

The North America region's IUD market is driven by several factors, forming a complex and synergistic landscape that fosters growth. The well-developed healthcare infrastructure ensures robust availability and service delivery, making both hormonal and copper IUDs accessible to a wide range of the population.

Regulatory support in this region fosters a generally favorable environment for IUDs, with clear guidelines and standards that help maintain quality and safety. Economic factors, particularly higher income levels, facilitate more accessible healthcare services, allowing for a broader spectrum of the population to avail themselves of this contraceptive method. These financial considerations also support ongoing research and development in the field, leading to potential innovations and improvements in IUD technology.

The positively changing cultural attitudes towards reproductive health is contributing to a more open dialogue and acceptance of various contraceptive options, including IUDs. The integration of advanced medical practices and continual professional development among healthcare providers further enhances the region's ability to offer state-of-the-art care.

Competitive Landscape:

The leading companies are investing in research and development (R&D) activities to create new and improved IUDs. These innovations often focus on enhancing effectiveness, reducing side effects, and increasing user comfort. The key players are

also exploring new markets and expanding into emerging economies to utilize opportunities in areas where contraceptive methods like IUDs may be less prevalent. To enhance awareness and acceptance of IUDs, the major companies are engaging in educational campaigns by working with healthcare providers and community organizations to provide accurate product information. Furthermore, the top players are working closely with regulatory bodies to ensure that their products comply with local laws and guidelines, maintaining quality and safety. Apart from this, they are also diversifying their portfolio and offering products at various price points, to make IUDs accessible to a broader range of income levels.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Actavis

Bayer

Teva Pharmaceuticals

Allergan

ANI Pharmaceuticals

Eurogine

OCON Medical

Pregna

SMB Corporation

HLL Lifecare

HRA Pharma

Besins HealthCare

Recent Developments:

In June 2023, Teva Pharmaceuticals and Alvotech announced they have reached a settlement and license agreement with Johnson & Johnson concerning AVT04, a biosimilar to Stelara agreement in the United States. The settlement grants a license entry date for AVT04 in the United States around February 21, 2025.

In April 2021, OCON Medical earned the 2021 Global Enabling Technology Leadership Award from Frost & Sullivan for creating the world's first 3D spherical copper IUD, the Intra Uterine Ball (IUB) Ballerine. Crafted from nitinol, this innovative IUD not only ensures shape retention but also holds potential as a drug transporter for uterine health treatments.

In June 2023, Pregna International Ltd announced that the company has raised its first private equity funding of \$16 million or Rs130 crore from India Life Sciences Fund III (ILSF III) for a minority stake.

Key Questions Answered in This Report

1. What was the size of the global intrauterine devices market in 2023?
2. What is the expected growth rate of the global intrauterine devices market during 2024-2032?
3. What are the key factors driving the global intrauterine devices market?
4. What has been the impact of COVID-19 on the global intrauterine devices market?
5. What is the breakup of the global intrauterine devices market based on the product?
6. What are the key regions in the global intrauterine devices market?
7. Who are the key players/companies in the global intrauterine devices market?

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