

# **North American Intrauterine Contraceptive Devices (IUCD) Market by Type (Female Contraceptive devices, Male Contraceptive devices) - Forecast to 2019**

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## **Abstracts**

The North America intrauterine contraceptive devices market is estimated to grow at a CAGR of 0.3% from 2014 to 2019. The growth of the intrauterine contraceptive devices market is driven by factors such as increasing rate of unplanned pregnancies, effective contraception and less side effects of IUCD, implementation of the Affordable Care Act (ACA), rising initiatives of private firms directed towards reducing expenses related to abortion, funds/grants for IUCD products, and technological advancements. However, high costs of treatment, threat of pelvic inflammatory infection (PID), threat of ectopic pregnancy, high rate of complications during unplanned pregnancy, and the need for compulsory assistance of medical professionals hamper the growth of the IUCD market. Moreover, the rising number of players in this segment and technological advancements create growth opportunities for the North America intrauterine contraceptive devices market in these regions.

In this report, the North America intrauterine contraceptive devices market has been broadly classified on the basis of types, which includes Hormonal IUCD and Copper IUCD. The hormonal IUCD market segment accounted for the largest market share of 83.4% of the North American intrauterine contraceptive devices market. Factors such as safety, easy removal, lighter periods, and the increasing adoption of hormonal IUD products such as Mirean and Skyla in the U.S. drive the growth of this market.

Geographically, the U.S. is estimated to command the largest share of 93.0% of the North America intrauterine contraceptive devices market in 2014, followed by Canada. The intrauterine contraceptive devices market in the U.S. is primarily driven by the Affordable Care Act and technological advancements. However, stringent regulatory and reimbursement policies in the U.S. and the threat of PID infection hamper the

growth of the intrauterine contraceptive devices market in this region.

The North America intrauterine contraceptive devices market is a competitive market with a number of market players. As of 2014, the North America intrauterine contraceptive devices market is estimated to be dominated by Bayer HealthCare AG (A subsidiary of BAYER AG) (Germany), Teva Pharmaceuticals Industries Ltd. (Israel), Actavis Plc. (Ireland), and Medicines360 (Ireland). New product launches & partnerships, agreements, collaborations, and joint ventures are the major strategies adopted by most market players to achieve growth in the North America intrauterine contraceptive devices market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis—market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging- and high-growth segments of the North America intrauterine contraceptive devices market, high-growth regions & countries & their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both the established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms garner a greater market share. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on intrauterine contraceptive devices offered by top players in the North America intrauterine contraceptive devices market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the North America intrauterine contraceptive devices market.

**Market Development:** Comprehensive information of lucrative emerging markets. The report analyzes the markets for various intrauterine contraceptive

devices across geographies.

**Market Diversification:** Exhaustive information of new products, untapped geographies, recent developments, and investments in the North America intrauterine contraceptive devices market.

**Competitive Assessment:** In-depth assessment of the market shares, strategies, products, and manufacturing capabilities of leading players in the North America intrauterine contraceptive devices market.

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