

Intrauterine Device Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

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Abstracts

Intrauterine Devices Market Summary

Introduction

Intrauterine devices (IUDs), including hormonal and copper types, are long-acting contraceptives for 1.2 billion women with family planning needs. With 214 million women facing unmet contraceptive demand, IUDs offer reliable, reversible solutions. Rising reproductive health awareness and innovations like smaller, low-dose designs drive adoption. In China, 40% of 300 million reproductive-age women use IUDs. The global market is projected to reach between USD 3.6 billion and USD 6.0 billion in 2025, with a CAGR of 2.8% to 4.9% through 2030.

Regional Analysis

North America: The U.S. leads with high IUD acceptance, while Canada focuses on education.

Europe: Germany, France, and the UK drive demand due to health programs.

Asia Pacific: China sees growth from high usage, while India boosts family planning.

Rest of the World: Brazil expands reproductive health, and Nigeria addresses unmet needs.

Application Analysis

Hospital: Expected growth of 2.9%-5.0%, driven by clinical insertions. Trends focus on training.

Gynecology Clinics: Projected growth of 2.8%-4.9%, linked to accessibility. Developments emphasize comfort.

Community Health Care Centers: Anticipated growth of 2.7%-4.8%, suited for outreach. Advances prioritize affordability.

Others: Expected growth of 2.6%-4.7%, covering private practices. Trends highlight education.

Type Analysis

Hormonal IUD: Expected growth of 3.0%-5.1%, valued for non-contraceptive benefits. Trends highlight low-dose designs.

Copper IUD: Projected growth of 2.8%-4.9%, key for long-term efficacy. Advances focus on comfort.

Key Market Players

Leading firms include Bayer AG, extending Mirena's use; CooperSurgical, offering copper IUDs; AbbVie, advancing hormonal solutions; Mona Lisa, scaling access; DKT International, boosting distribution; EUROGINE, enhancing designs; OCON Medical, innovating in comfort; Pregna International, receiving investment; Prosan International, targeting affordability; and SMB Corporation, expanding in Asia.

Porter's Five Forces Analysis

? Threat of New Entrants: Moderate, due to regulatory barriers, though niche innovators can enter.

? Threat of Substitutes: Moderate, as other contraceptives compete, but IUDs offer long-term efficacy.

? Bargaining Power of Buyers: Moderate, with women seeking safe, affordable options, though clinical needs limit choices.

? Bargaining Power of Suppliers: Low, with multiple material providers.

? Competitive Rivalry: High, with competition on comfort, efficacy, and cost.

Market Opportunities and Challenges

Opportunities:

? Unmet contraceptive needs (214 million women) and health awareness drive demand.

? Comfort innovations and Asia's family planning programs boost adoption, while non-contraceptive benefits enhance usage.

Challenges:

? High costs limit access in low-income regions.

? Cultural barriers slow adoption.

? Skilled clinician shortages restrict expansion.

Market News

? In August 2022, Bayer AG received FDA approval for Mirena IUD's eight-year use.

? In January 2024, Medicines360 and DKT WomanCare partnered to expand AVIBELA access.

? In June 2023, Pregna International received USD 16 million in private equity investment.

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