

Contraceptive Pills Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Pill Type (Progestin Pills & Combination Pills), By Category (Generic & Branded), By Sales Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy), By Region and Competition

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Abstracts

Global Contraceptive Pills Market has valued at USD 25.09 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.58 through 2028. Contraceptive pills, also known as birth control medications, are specifically designed to prevent pregnancy and regulate birth rates. These medications are synthetically formulated using a combination of two female hormones, estrogen and progestin. By effectively inhibiting ovulation, these hormones play a crucial role in preventing the release of eggs from the ovaries. Contraceptive pills not only prevent ovulation but also thicken the cervical mucus, making it more difficult for sperm to reach the egg for fertilization. Additionally, they can alter the lining of the womb, creating an environment that is unfavorable for the implantation of a fertilized egg. By targeting these key mechanisms, contraceptive pills provide a highly effective means of birth control. In addition to their primary purpose of preventing unwanted pregnancies, contraceptive pills offer several other benefits. They have been found to reduce the risks of acne, bone thinning, and certain types of cancers, such as ovarian cancer. Moreover, they can help prevent infections in the fallopian tubes and uterus, as well as alleviate symptoms of premenstrual syndrome (PMS).

Given their significant impact on women's reproductive health, contraceptive pills are typically prescribed and administered by healthcare practitioners. These medications

are available in various forms, including oral pills, injectables, and topical formulations, providing women with a range of options to choose from based on their individual needs and preferences. With ongoing advancements in medical research and technology, the field of contraceptive pills continues to evolve, offering women more choices and improved effectiveness in preventing unplanned pregnancies.

Key Market Drivers

Increase in Population Control Program

The efforts made by governments to reduce population growth in various nations are not only raising women's understanding of family planning and contraception, but also bringing about significant changes in both urban and rural settings. In industrialized markets, the use of oral contraceptives has witnessed a substantial increase due to the rising occurrence of unintended pregnancies, prompting individuals to take proactive measures for contraception. As the population continues to expand at a rapid rate, particularly in Asian countries, the micro-level impact on the socio-economic balance becomes more evident. Recognizing the urgency of the situation, public and private players are joining hands to effectively manage the population growth, with a vision of bringing about a positive transformation in sex education and contraception use in the years to come. It is anticipated that these collaborative efforts will not only drive the market CAGR for contraceptive pills but also result in an overall improvement in healthcare outcomes. Thus, the revenue from the contraceptive pills market is predicted to experience a steady increase throughout the forecast period, reflecting the growing importance of addressing population growth and advancing reproductive health worldwide.

Increasing Availability of Free and Subsidized Contraceptive Drugs

As governments around the world strive to improve the quality of life for their citizens, they are increasingly taking steps to promote access to free and subsidized contraceptive drugs. These efforts have not only resulted in the growth of the contraceptive market, but also in the overall well-being of individuals and communities.

In particular, low- and middle-income countries have launched various initiatives to raise awareness and promote the use of contraceptive drugs among their populations. For example, the Health Ministry of India released a series of commercials in July 2019 to promote oral contraceptives, highlighting their benefits and importance. Additionally, governments have made contraceptive pills available at pharmacy stores without the

need for doctor's prescriptions, making them more accessible to individuals who may otherwise face barriers to obtaining them.

Furthermore, the implementation of family planning programs and media campaigns has played a crucial role in increasing awareness about the benefits of contraceptive drugs. These initiatives have not only educated individuals about the various contraceptive options available, but also helped remove the stigma surrounding their use. Moreover, efforts have been made to ensure that contraceptive services are accessible to underserved populations, including through the redistribution of services among health workers and pharmacy staff. This has led to increased availability of injectables and oral contraceptives for those who previously had limited access.

In addition to these advancements, the market for contraceptive drugs continues to benefit from the development of new technologies aimed at enhancing their functionality and efficiency. These innovative approaches not only improve the effectiveness of contraceptive methods, but also provide individuals with more options to choose from.

Overall, the increasing availability and promotion of diverse contraceptive drugs in developing countries, coupled with the development of new technologies, are driving the growth of the contraceptive market. These efforts not only empower individuals to make informed choices about their reproductive health, but also contribute to the overall well-being and progress of societies.

Increasing Incidence of the STDs

The increasing incidence of sexually transmitted diseases (STDs) has brought about a significant surge in the demand for contraceptive pills, reflecting a complex interplay between public health concerns and individual reproductive choices. This rise in demand can be attributed to several interrelated factors. The heightened awareness of the risks associated with STDs has prompted more individuals to take precautions to protect themselves. Condoms have traditionally been a primary means of protection against both unwanted pregnancies and STD transmission, but they may not always be consistently and correctly used. As a result, many people are turning to contraceptive pills as an additional layer of protection. These pills, when taken consistently and as prescribed, can help prevent unintended pregnancies, offering peace of mind to those engaging in sexual activity, especially with new or multiple partners.

Furthermore, the stigma surrounding STDs and the potential long-term health consequences have spurred individuals to seek methods that provide both pregnancy

prevention and STD protection. Contraceptive pills, while primarily designed to prevent pregnancy, are increasingly being recognized for their role in reducing the risk of contracting certain STDs, such as pelvic inflammatory disease (PID). This dual benefit is driving more individuals to consider and request contraceptive pills from healthcare providers. The increasing incidence of STDs has fueled the demand for contraceptive pills, as individuals seek comprehensive protection against both unwanted pregnancies and the transmission of sexually transmitted infections. This trend reflects a growing awareness of sexual health risks and a desire to take proactive measures to safeguard one's well-being. As society continues to prioritize sexual health education and access to contraceptives, the demand for contraceptive pills is likely to remain on an upward trajectory.

Rise In Awareness of Modern Contraceptive Medications In Developing Countries

The rise in awareness of modern contraceptive medications in developing countries has significantly increased the demand for contraceptive pills, marking a crucial turning point in reproductive healthcare. Several key factors contribute to this growing demand and its far-reaching implications. Heightened awareness campaigns and educational initiatives have played a pivotal role in informing individuals, particularly women, about the diverse range of contraceptive options available. This includes raising awareness about the efficacy, safety, and convenience of contraceptive pills. As more people become educated about these options, they are better equipped to make informed choices about their reproductive health. This knowledge empowers women to exercise greater control over their family planning, contributing to smaller, well-timed families and improved maternal and child health.

Additionally, the changing societal landscape and evolving gender dynamics in many developing countries are encouraging discussions about family planning. As women's rights and gender equality gain momentum, contraceptive pills are seen as a means for women to take control of their reproductive health, pursue educational and career opportunities, and make choices aligned with their life goals. This changing perspective is driving an increased demand for contraceptive pills among women who aspire to balance their family planning decisions with their personal and professional aspirations.

The expansion of healthcare infrastructure in many developing countries has facilitated greater access to contraceptive services, including contraceptive pills. Outreach programs, community health workers, and government initiatives have made these medications more readily available, especially in rural and underserved areas. This accessibility has contributed to a rise in demand, as women and couples are now able

to access modern contraceptive methods with greater ease.

Key Market Challenges

High Cost of Devices and Treatment

The high cost of devices and treatment options is having a notable impact on the demand for contraceptive pills, creating financial barriers that hinder access for many individuals and couples. This trend reflects a complex interplay of economic factors that are shaping choices in reproductive healthcare. One of the primary reasons for the decreasing demand for contraceptive pills is the substantial upfront cost associated with alternative contraceptive methods. Devices such as intrauterine devices (IUDs) or contraceptive implants, while highly effective, often require a significant initial investment for insertion or implantation. This cost can be prohibitive for individuals without adequate insurance coverage or financial resources, causing them to opt for less expensive alternatives, including contraceptive pills.

Furthermore, ongoing maintenance and follow-up costs for certain contraceptive devices can add to the financial burden. For example, IUDs may require periodic check-ups or replacements, incurring additional expenses over time. In contrast, contraceptive pills have the advantage of a more predictable and manageable monthly cost, making them a more financially accessible option for many.

In addition to device costs, the expense of medical consultations and treatments associated with certain contraceptive methods can dissuade individuals from pursuing those options. Procedures like sterilization or permanent contraception can be costly and may not be covered by insurance, making them inaccessible for those with limited financial means. As a result, contraceptive pills, which are available with a prescription but typically require fewer medical interventions, remain a more affordable choice for many.

However, it's important to note that the declining demand for contraceptive pills due to high device and treatment costs is not uniform across all populations. In some cases, individuals and couples who can afford the upfront costs of more effective devices may choose them over contraceptive pills, leading to variations in contraceptive choices based on economic status. The high cost of contraceptive devices and associated treatments is indeed reducing the demand for contraceptive pills, particularly among individuals and couples with limited financial resources. While contraceptive pills offer an affordable and accessible option, addressing the financial barriers to alternative

methods is crucial to ensuring equitable access to a wide range of contraceptive choices for all individuals, regardless of their economic circumstances.

Side Effects Associated with the Use of Contraceptive Drugs and Devices

The demand for contraceptive pills has been impacted by the side effects associated with their use, leading to a decrease in their popularity among some individuals and contributing to a shifting landscape in reproductive healthcare choices. These side effects, while not experienced by everyone, are a significant consideration for many.

One of the most commonly reported side effects of contraceptive pills is hormonal fluctuations, which can lead to a range of physical and emotional symptoms. These may include mood swings, breast tenderness, weight gain, and changes in menstrual patterns. For some individuals, these side effects can be uncomfortable or disruptive to their daily lives, leading them to seek alternative contraceptive methods that do not involve hormonal intervention. Concerns about potential long-term health risks associated with hormonal contraceptives have prompted some individuals to explore non-hormonal options. These concerns may include an increased risk of blood clots, cardiovascular issues, or an impact on bone density. As a result, those who are particularly health-conscious or have underlying medical conditions may opt for non-hormonal contraceptive devices or methods to mitigate these potential risks.

The convenience and effectiveness of long-acting reversible contraceptives (LARCs) such as intrauterine devices (IUDs) and contraceptive implants have also contributed to the decline in demand for contraceptive pills. LARCs require less user compliance and offer highly effective, low-maintenance contraception with fewer hormonal side effects. This has made them an appealing choice for many individuals seeking a hassle-free and dependable contraceptive option. The side effects associated with the use of contraceptive pills have led to a decrease in their demand as individuals seek alternatives that align better with their preferences and concerns. While contraceptive pills remain a widely used method, the landscape of contraceptive choices is evolving to include a broader range of options to cater to diverse needs and preferences, including those individuals who are concerned about the potential side effects of hormonal contraception.

Key Market Trends

Non-Hormonal Alternative

Growing concerns about hormonal side effects may lead to increased demand for non-hormonal contraceptive pills. Innovations in this area might include non-hormonal oral contraceptives or alternative delivery methods. Growing concerns about hormonal side effects associated with traditional contraceptive pills are indeed driving an increased demand for non-hormonal contraceptive options. This trend reflects a growing desire among individuals to have contraceptive choices that minimize hormonal interventions and their potential side effects. Research and development efforts are focused on creating non-hormonal oral contraceptive pills that are effective at preventing pregnancy without altering hormonal balances. These may include pills containing novel active ingredients that target fertility mechanisms without affecting hormones.

Advancements in drug delivery technology may lead to alternative methods of delivering non-hormonal contraceptives, such as patches, gels, or vaginal rings. Innovations in emergency contraception may offer non-hormonal alternatives for preventing pregnancy after unprotected intercourse, providing more options to those who wish to avoid hormonal interventions.

Personalized Contraceptive Pills

Advancements in genomics and personalized medicine could lead to the development of contraceptive pills tailored to an individual's unique hormonal and genetic profile. This could enhance effectiveness while minimizing side effects. Advancements in genomics and personalized medicine hold great promise for the development of contraceptive pills that can be tailored to an individual's unique hormonal and genetic profile. This personalized approach to contraception has the potential to significantly enhance effectiveness while minimizing side effects.

Through genomic testing and analysis, individuals could have their genetic variations related to hormonal metabolism and contraceptive response identified. These genetic profiles would provide insights into how their bodies metabolize hormones and their likely response to specific contraceptives. Based on an individual's genetic profile, healthcare providers could prescribe contraceptive pills with formulations that are optimized for that person's unique physiology. This might involve adjusting the type and dosage of hormones in the pill to match the individual's specific needs and minimize potential side effects. Personalized contraceptive pills could offer a higher level of effectiveness because they are tailored to the individual's genetic makeup. This customization would increase the likelihood of successful contraception while reducing the risk of unintended pregnancies. Advancements in genomics and personalized medicine have the potential to revolutionize contraception by tailoring contraceptive pills

to individuals' unique hormonal and genetic profiles. This approach could enhance effectiveness and minimize side effects, offering a more tailored and effective solution for family planning and reproductive health.

Segmental Insights

Sales Channel Insights

Based on the sales channel, the market is segmented into hospital pharmacy, retail pharmacy, and online pharmacy. The retail pharmacy segment accounted for the largest revenue share in 2022, driven by the growing demand for contraceptive pills among the public. With increased awareness of various contraceptive drug options, more people are opting for birth control tablets. These tablets are readily available over the counter in many nations, making retail pharmacies the go-to destination for customers seeking them.

Moreover, favourable regulations have played a significant role in the expansion of the retail pharmacy segment, creating a conducive environment for growth. The ease of access and convenience provided by retail pharmacies have further solidified their position as the preferred choice for obtaining birth control tablets. The online distribution channel segment is projected to experience the fastest growth rate during the forecast period. This can be attributed to the rising popularity of over-the-counter solutions, coupled with the availability of numerous online discounts and offers that entice clients. The convenience of ordering contraceptives online, along with the added advantage of attractive deals, has contributed to the substantial growth of online channels.

The combination of increasing demand for contraceptive pills and the convenience offered by both retail pharmacies and online channels is shaping the landscape of the contraceptive market.

Category Insights

Based on the category segment, the market is segmented into generic & branded. Generic contraceptive pills have gained dominance over branded counterparts for several compelling reasons, shaping the landscape of reproductive healthcare choices. One of the most prominent reasons for the prevalence of generic contraceptive pills is their cost-effectiveness. Generic medications are typically more affordable than their branded counterparts. This affordability makes them accessible to a broader range of individuals, including those with limited financial resources, thereby promoting equitable

access to contraception.

Generic contraceptive pills contain the same active ingredients and are required to meet the same safety and efficacy standards as their branded counterparts. Regulatory agencies rigorously evaluate and approve generic medications to ensure they are therapeutically equivalent, providing users with confidence in their effectiveness. The presence of multiple manufacturers producing generic contraceptive pills fosters healthy competition, which drives down prices. This competition incentivizes innovation and leads to a wide variety of generic options, enabling individuals to choose the most suitable product for their needs. Patients often express a preference for generic medications due to their affordability and equivalent therapeutic benefits. This preference can influence healthcare providers' prescription practices, further promoting the use of generic contraceptive pills.

Regional Insights

North America is projected to dominate the global contraceptives market, accounting for the largest share among all regions. This is attributed to the rising prevalence of sexually transmitted diseases, which in turn drives the demand for contraceptives as a preventive measure against sexually transmitted infections. Consequently, the overall growth of the contraceptives market is expected to witness a significant boost.

Moreover, the increasing incidence of unwanted pregnancies further underscores the need for effective contraception methods, thereby fueling the growth of the contraceptives market. Additionally, the United States experiences high abortion rates, leading to a surge in demand for oral contraceptives. As a result, the growth of the contraceptives market is anticipated to register a considerable upswing.

These trends highlight the crucial role that North America plays in shaping the global contraceptives market, as the region not only addresses the rising concerns of sexually transmitted diseases but also caters to the growing need for contraception and family planning.

Key Market Players

Bayer AG

Amneal Pharmaceuticals LLC

Teva Pharmaceuticals Industries Ltd.

Abbvie Inc. (Allergan PLC)

Pfizer Inc.

Johnson & Johnson

Aurobindo Pharma Limited

Organon International (Merck & Co. Inc.)

Sanofi SA

Mayne Pharma Group Ltd

Report Scope:

In this report, the Global Contraceptive Pills Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Contraceptive Pills Market, By Pill Type:

Progestin Pills

Combination Pills

Contraceptive Pills Market, By Category:

Generic

Branded

Contraceptive Pills Market, By Sales Channel:

Hospital Pharmacy

Retail Pharmacy

Online Pharmacy

Contraceptive Pills Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Contraceptive Pills Market.

Available Customizations:

Global Contraceptive Pills market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validations
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL CONTRACEPTIVE PILLS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Pill Type (Progestin Pills & Combination Pills)
 - 5.2.2. By Category (Generic & Branded)
 - 5.2.3. By Sales Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy)
 - 5.2.4. By Region

5.2.5. By Company (2022)

5.3. Market Map

6. NORTH AMERICA CONTRACEPTIVE PILLS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Pill Type

6.2.2. By Category

6.2.3. By Sales Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Contraceptive Pills Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Pill Type

6.3.1.2.2. By Category

6.3.1.2.3. By Sales Channel

6.3.2. Canada Contraceptive Pills Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Pill Type

6.3.2.2.2. By Category

6.3.2.2.3. By Sales Channel

6.3.3. Mexico Contraceptive Pills Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Pill Type

6.3.3.2.2. By Category

6.3.3.2.3. By Sales Channel

7. EUROPE CONTRACEPTIVE PILLS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

- 7.2. Market Share & Forecast
 - 7.2.1. By Pill Type
 - 7.2.2. By Category
 - 7.2.3. By Sales Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Contraceptive Pills Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Pill Type
 - 7.3.1.2.2. By Category
 - 7.3.1.2.3. By Sales Channel
 - 7.3.2. United Kingdom Contraceptive Pills Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Pill Type
 - 7.3.2.2.2. By Category
 - 7.3.2.2.3. By Sales Channel
 - 7.3.3. Italy Contraceptive Pills Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecasty
 - 7.3.3.2.1. By Pill Type
 - 7.3.3.2.2. By Category
 - 7.3.3.2.3. By Sales Channel
 - 7.3.4. France Contraceptive Pills Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Pill Type
 - 7.3.4.2.2. By Category
 - 7.3.4.2.3. By Sales Channel
 - 7.3.5. Spain Contraceptive Pills Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Pill Type

- 7.3.5.2.2. By Category
- 7.3.5.2.3. By Sales Channel

8. ASIA-PACIFIC CONTRACEPTIVE PILLS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Pill Type
 - 8.2.2. By Category
 - 8.2.3. By Sales Channel
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Contraceptive Pills Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Pill Type
 - 8.3.1.2.2. By Category
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. India Contraceptive Pills Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Pill Type
 - 8.3.2.2.2. By Category
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. Japan Contraceptive Pills Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Pill Type
 - 8.3.3.2.2. By Category
 - 8.3.3.2.3. By Sales Channel
 - 8.3.4. South Korea Contraceptive Pills Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Pill Type

- 8.3.4.2.2. By Category
- 8.3.4.2.3. By Sales Channel
- 8.3.5. Australia Contraceptive Pills Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Pill Type
 - 8.3.5.2.2. By Category
 - 8.3.5.2.3. By Sales Channel

9. SOUTH AMERICA CONTRACEPTIVE PILLS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Pill Type
 - 9.2.2. By Category
 - 9.2.3. By Sales Channel
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Contraceptive Pills Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Pill Type
 - 9.3.1.2.2. By Category
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. Argentina Contraceptive Pills Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Pill Type
 - 9.3.2.2.2. By Category
 - 9.3.2.2.3. By Sales Channel
 - 9.3.3. Colombia Contraceptive Pills Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Pill Type

- 9.3.3.2.2. By Category
- 9.3.3.2.3. By Sales Channel

10. MIDDLE EAST AND AFRICA CONTRACEPTIVE PILLS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Pill Type
 - 10.2.2. By Category
 - 10.2.3. By Sales Channel
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Contraceptive Pills Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Pill Type
 - 10.3.1.2.2. By Category
 - 10.3.1.2.3. By Sales Channel
 - 10.3.2. Saudi Arabia Contraceptive Pills Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Pill Type
 - 10.3.2.2.2. By Category
 - 10.3.2.2.3. By Sales Channel
 - 10.3.3. UAE Contraceptive Pills Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Pill Type
 - 10.3.3.2.2. By Category
 - 10.3.3.2.3. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Recent Development
- 12.2. Mergers & Acquisitions
- 12.3. Product Launches

13. GLOBAL CONTRACEPTIVE PILLS MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Business Overview
- 15.2. Service Offerings
- 15.3. Recent Developments
- 15.4. Key Personnel
- 15.5. SWOT Analysis
 - 15.5.1. Bayer AG
 - 15.5.2. Amneal Pharmaceuticals LLC
 - 15.5.3. Teva Pharmaceuticals Industries Ltd.
 - 15.5.4. Abbvie Inc. (Allergan PLC)
 - 15.5.5. Pfizer Inc.
 - 15.5.6. Johnson & Johnson
 - 15.5.7. Aurobindo Pharma Limited
 - 15.5.8. Organon International (Merck & Co. Inc.)
 - 15.5.9. Sanofi SA
 - 15.5.10. Mayne Pharma Group Ltd

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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