

# **Emergency Contraceptive Pills Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented by Type (Combination Pills, Progesterone Pills, and Others), by Distribution Channel (Retail Stores, Online Stores, and Others), by region, and Competition**

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## **Abstracts**

Global Emergency Contraceptive Pills Market has valued at USD 545.60 million in 2022 and is anticipated to witness an impressive growth in the forecast period with a CAGR of 4.43% through 2028. Emergency Contraceptive Pills (ECPs), often referred to as 'morning-after pills' or day-after pills, are a form of contraception used to prevent pregnancy after unprotected sexual intercourse or contraceptive failure. These pills are designed to be taken as soon as possible after unprotected sex and are not intended for regular or ongoing contraception. The primary purpose of ECPs is to reduce the risk of pregnancy when regular contraception methods fail, are not used, or were used incorrectly. They are not intended to terminate an established pregnancy, and they are not a form of abortion. ECPs are most effective when taken as soon as possible after unprotected sex. Their effectiveness decreases with time, so it's important to take them promptly. Some ECPs are effective up to 72 hours (3 days) after unprotected sex, while others may have a longer window of effectiveness, such as up to 120 hours (5 days). ECPs are generally considered safe for most people and are not associated with long-term health risks. However, like all medications, they may have potential side effects, which can include nausea, vomiting, breast tenderness, fatigue, and changes in menstrual patterns.

One of the primary drivers is the unmet need for contraception. Many individuals may not have access to or use regular contraception methods consistently, leading to a

demand for emergency contraceptive options. Public awareness campaigns, educational initiatives, and improved sex education have contributed to a better understanding of emergency contraception, leading to increased use. The prevalence of unprotected sexual intercourse, whether due to contraceptive failure, lack of access to contraception, or other reasons, drives the demand for emergency contraception. In many countries, the availability of emergency contraceptive pills without a prescription has made them more accessible and has driven consumer demand. Changing lifestyles, including increased urbanization and a greater emphasis on career goals, can lead to situations where emergency contraception is needed. Concerns about sexually transmitted diseases (STDs) can lead to greater use of emergency contraception as a preventive measure after unprotected sex.

## Key Market Drivers

### High Incidence of Unprotected Sex

Emergency contraceptive pills are specifically designed to prevent unintended pregnancies when regular contraception methods have failed, were not used, or were used incorrectly. Unprotected sex carries a higher risk of pregnancy, and ECPs provide a timely and effective option to reduce this risk. Unprotected sex can result from a variety of circumstances, including contraceptive method failure (e.g., condom breakage), lack of access to contraception, sexual assault, or unexpected sexual encounters. In these emergency situations, individuals may turn to ECPs to prevent an unintended pregnancy. ECPs offer a level of privacy and discretion, allowing individuals to take control of their reproductive health without the need for a healthcare provider's involvement or the disclosure of personal information.

The effectiveness of ECPs decreases with time after unprotected sex. Therefore, individuals who engage in unprotected sex and want to prevent pregnancy are often motivated to obtain and use ECPs as soon as possible, making timeliness a crucial factor. In some cases, individuals may not have access to regular contraception methods, such as birth control pills or condoms. In these situations, ECPs can serve as a backup option to prevent pregnancy. Increasing awareness and education about emergency contraception have led to more people recognizing the availability and benefits of ECPs, which can drive demand. Changing lifestyles, including increased social activities and relationships, may lead to situations where individuals find themselves engaging in unprotected sex unexpectedly. Even when regular contraception methods are used correctly, there is always a small risk of failure. This concern can motivate individuals to use ECPs as an added precaution. In many

countries, ECPs are legally available and may be accessible without a prescription. These regulatory factors can contribute to the demand for ECPs in cases of unprotected sex. For individuals who experience anxiety or worry after unprotected sex, the availability of ECPs can provide psychological relief and peace of mind. This factor will help in the development of the Global Emergency Contraceptive Pills Market.

### Increasing Unmet Need for Contraception

Many individuals and couples may not consistently use regular contraception methods, such as birth control pills, condoms, or intrauterine devices (IUDs). This inconsistent or non-use of contraception methods can lead to a higher risk of unintended pregnancies. Even when individuals do use regular contraception methods, there is always a small risk of failure. Condoms can break, birth control pills may be missed, and other methods may not work as intended. In such cases, individuals may seek ECPs as a backup option to prevent pregnancy. Some individuals may have limited access to reliable contraception methods due to factors such as geographical barriers, cost constraints, lack of healthcare access, or cultural and social barriers. ECPs can serve as a readily available option for those facing barriers to regular contraception. Unplanned or unexpected sexual encounters, sexual assault, or instances where contraception was not readily available can create emergency situations where individuals turn to ECPs to prevent an unintended pregnancy. ECPs offer a level of privacy and discretion, allowing individuals to take control of their reproductive health without the need for a healthcare provider's involvement or the disclosure of personal information.

The effectiveness of ECPs decreases with time after unprotected sex. In cases where regular contraception was not used or failed, individuals may use ECPs promptly to reduce the risk of pregnancy. Increasing awareness and education about emergency contraception can lead to more people recognizing the availability and benefits of ECPs, which can drive demand among those with unmet contraception needs. Changing lifestyles, including increased social activities and relationships, may lead to situations where individuals engage in sexual activity unexpectedly, without access to regular contraception. Even when regular contraception methods are used correctly, there is always a small risk of failure. This concern can motivate individuals to use ECPs as an added precaution when they believe there is an unmet need for contraception. In many countries, ECPs are legally available and may be accessible without a prescription. These regulatory factors can contribute to the demand for ECPs in cases where individuals have unmet contraception needs. For individuals who experience anxiety or worry about the possibility of an unintended pregnancy due to an unmet contraception need, the availability of ECPs can provide psychological relief and peace of mind. This

factor will pace up the demand of the Global Emergency Contraceptive Pills Market.

### Rising Awareness Emergency Contraception

As awareness of emergency contraception spreads, more individuals become aware of the availability of ECPs as a contraceptive option. This knowledge is critical because many people may not have been aware of ECPs as an option in the past. Education and awareness campaigns often include information on how ECPs work to prevent pregnancy. When individuals understand the mechanism of action and the importance of taking ECPs within a certain time frame after unprotected sex, they are more likely to seek and use these pills when needed. Awareness efforts emphasize the time sensitivity of ECPs. People are made aware that these pills are most effective when taken as soon as possible after unprotected intercourse, which can motivate them to seek them promptly.

Increasing awareness campaigns can help dispel myths and misinformation about emergency contraception, leading to more accurate knowledge among potential users. Awareness campaigns often promote safe and responsible sexual behavior, including the use of regular contraception methods. However, they also highlight ECPs as a backup option in case of contraceptive failure or unprotected sex. Awareness efforts can help reduce the stigma associated with emergency contraception, making it more socially acceptable to seek and use ECPs when necessary. Increasing awareness often extends to healthcare providers who can then educate their patients about emergency contraception. When healthcare professionals are well-informed, they can provide accurate information and guidance to patients. Awareness campaigns may coincide with efforts to improve access to ECPs, making them more readily available to consumers. Increased access can drive demand. Awareness empowers individuals to take control of their reproductive health by making informed decisions about contraception, including the use of ECPs when necessary. Public health initiatives often include awareness campaigns about sexual health and contraception, which can lead to increased awareness and use of ECPs as part of comprehensive family planning strategies. Advertising campaigns by pharmaceutical companies and healthcare organizations can play a significant role in raising awareness about ECPs. This factor will accelerate the demand of the Global Emergency Contraceptive Pills Market.

### Key Market Challenges

#### Stigma and Misinformation

Stigma associated with emergency contraception can discourage individuals from seeking or using these pills. This stigma may arise from cultural, religious, or social beliefs that view emergency contraception as morally or socially unacceptable. There is often misinformation and myths surrounding emergency contraceptive pills, which can create confusion and hesitation among potential users. Common myths include misconceptions about their safety, effectiveness, and side effects. Stigma and misinformation can create barriers to accessing emergency contraception. For example, individuals may avoid seeking ECPs from healthcare providers or pharmacies due to fear of judgment or misunderstanding about how the pills work. Misinformation can contribute to a lack of awareness about emergency contraception. Some individuals may not even be aware that ECPs are available or how they can be obtained. The fear of being judged by healthcare providers, pharmacists, or peers can deter individuals from seeking emergency contraception. This fear may be based on the belief that using ECPs implies irresponsible behavior or promiscuity. Cultural and religious beliefs can strongly influence attitudes towards contraception, including emergency contraception. Some cultures and religious groups may consider the use of ECPs as morally unacceptable. Inadequate sexual education can contribute to misinformation about emergency contraception. Comprehensive sex education programs are essential in addressing this challenge and providing accurate information. Misinformation can lead to misconceptions about the side effects of emergency contraception, causing unnecessary concerns or fears about health risks.

### Access and Equity

Access to healthcare services, including ECPs, can vary significantly by region. Rural areas and underserved communities may have limited access to pharmacies or healthcare providers, making it difficult for individuals in these areas to obtain ECPs promptly. The cost of ECPs can be a barrier to access for many individuals, especially in low-income or resource-constrained settings. Even when ECPs are available, their price can make them inaccessible to those with limited financial resources. In some regions, the healthcare infrastructure may be underdeveloped, leading to challenges in distribution and accessibility of ECPs. Limited availability of pharmacies, clinics, or trained healthcare providers can hinder access. Cultural norms, social attitudes, and stigma related to sexual and reproductive health can create barriers to accessing ECPs. In some cultures, discussing or seeking contraception may be discouraged or considered taboo. Individuals may be unaware of the existence of ECPs or how to obtain them, leading to underutilization even when they are available. In some regions, regulatory restrictions, age limits, or prescription requirements can limit access to ECPs. Changes in these regulations may be necessary to improve access and equity. In some

cases, healthcare providers or pharmacists may have personal or religious objections to providing ECPs, leading to challenges in access for patients. Ensuring that adolescents have equitable access to ECPs is a particular concern, as they may face unique barriers related to consent, privacy, and stigma. Advocacy for lower prices and increased affordability of ECPs, particularly in low- and middle-income countries.

## Key Market Trends

### Telemedicine and E-Commerce

Telemedicine platforms have been providing individuals with the opportunity to consult with healthcare professionals remotely. This includes discussing their need for emergency contraception, receiving guidance on its use, and obtaining prescriptions when necessary. Telemedicine services have made it easier for individuals to access medical advice and prescriptions for emergency contraceptive pills from the comfort and privacy of their homes. Online retailers and e-commerce platforms have been offering emergency contraceptive pills for sale. This allows individuals to purchase these products discreetly and conveniently without visiting a physical pharmacy or healthcare provider. E-commerce platforms have expanded access to emergency contraception, especially for those who may feel uncomfortable or embarrassed discussing the topic in person. Depending on the region and local regulations, some e-commerce platforms may offer both prescription and non-prescription (over the counter) emergency contraceptive pills. This provides consumers with choices based on their specific needs and circumstances. Telemedicine and e-commerce provide a level of privacy and convenience that many individuals find appealing. They can access emergency contraception without face-to-face interactions and without disclosing their personal information to pharmacy staff or healthcare providers. Through telemedicine, individuals can engage in digital consultations with healthcare professionals who can assess their situation, provide guidance, and prescribe emergency contraception if deemed appropriate. This process may include video calls, chat services, or secure messaging. Telemedicine and e-commerce have the potential to expand access to emergency contraception to underserved areas or regions with limited access to healthcare facilities or pharmacies.

## Segmental Insights

### Type Insights

In 2022, the Global Emergency Contraceptive Pills Market largest share was held by

Combination Pills segment and is predicted to continue expanding over the coming years. Combination emergency contraceptive pills, which typically contain both progestin and estrogen hormones, are considered highly effective in preventing pregnancy when taken as directed. This effectiveness can make them a preferred choice for many consumers. Some combination pills have a longer window of efficacy compared to other forms of emergency contraception. This means they can be taken up to 72 hours or even 120 hours (depending on the specific product) after unprotected intercourse, providing a wider time frame for effectiveness. In some regions, combination emergency contraceptive pills are available both by prescription and over the counter (OTC). OTC availability enhances accessibility and convenience for consumers. Healthcare providers may recommend combination pills based on an individual's medical history and needs. This recommendation from healthcare professionals can drive the demand for combination emergency contraception.

### Distribution Channel Insights

In 2022, the Global Emergency Contraceptive Pills Market largest share was held by Retail Stores segment in the forecast period and is predicted to continue expanding over the coming years. Retail stores, such as pharmacies and drugstores, are widely accessible to consumers in many regions. This accessibility makes it convenient for individuals to purchase emergency contraceptive pills when needed, often without the need for an appointment or prescription. In several countries, emergency contraceptive pills are available over the counter (OTC) without the need for a prescription. Retail stores are well-suited to distribute OTC products, further enhancing their market share. Retail stores offer a level of privacy and discretion for consumers. Many people prefer to purchase emergency contraception in person rather than through other channels, as it allows them to maintain their privacy. Retail stores typically provide immediate access to emergency contraceptive pills. This quick availability can be crucial, as these pills are most effective when taken as soon as possible after unprotected intercourse. Pharmacists and healthcare professionals working in retail stores can provide valuable information and guidance to customers regarding the proper use of emergency contraception.

### Regional Insights

The North America region dominates the Global Emergency Contraceptive Pills Market in 2022. North America, particularly the United States, has a large population and a high level of disposable income. This creates a substantial market for pharmaceutical products, including emergency contraceptive pills. The ability and willingness to pay for

such products contribute to market dominance. The United States and Canada have regulatory environments that allow for relatively easy access to emergency contraceptive pills. In the United States, for example, emergency contraception has been available over the counter (OTC) without a prescription for some time, making it easily accessible to a broad range of consumers. North America boasts a well-developed healthcare infrastructure, including a network of pharmacies and healthcare providers. This infrastructure facilitates the distribution and accessibility of emergency contraceptive pills. There have been public health campaigns and educational efforts to raise awareness about emergency contraception in North America. These initiatives have contributed to increased knowledge and use of such products.

### Key Market Players

Afaxys Pharma LLC

Bayer AG

Combe Inc.

Foundation Consumer Healthcare LLC

Gedeon Richter Plc

HLL Lifecare Ltd.

Knoll Healthcare Pvt. Ltd.

Laboratoire HRA Pharma SAS

Lupin Ltd.

Mankind Pharma Ltd.

### Report Scope:

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



### Emergency Contraceptive Pills Market, By Type:

Combination Pills

Progesterone Pills

Others

### Emergency Contraceptive Pills Market, By Distribution Channel:

Retail Stores

Online Stores

Others

### Global Emergency Contraceptive Pills Market, By region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

South Korea

Australia

Japan

Europe

Germany

France

United Kingdom

Spain

Italy

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

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

Available Customizations:

Global Emergency 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).

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