

Oral Contraceptives & Condom Market: An Analysis

<https://marketpublishers.com/r/O0E19A6D21DEN.html>

Date: March 2009

Pages: 28

Price: US\$ 800.00 (Single User License)

ID: O0E19A6D21DEN

Abstracts

Contraceptives are used for preventing pregnancy and are mainly of two types, hormonal methods and barrier methods, also called as devices. Oral contraceptives account for a major part of the contraceptives market.

Condoms and oral contraceptives are the two cornerstones of the contraceptive market. Although condoms are a type of contraceptives but these two are distinct and totally different segments of the market. Condoms are different from other contraceptives used by females in one aspect and that is their use for safety against the STDs. No other contraceptive method is effective in these areas and so in this area condoms have an added advantage over other contraceptives. On the contrary the use of condoms by men while having sex is not that high.

The oral contraceptives market consists of branded products and the generic versions of those brands. These brands, for example the leading Yasmin brand by Bayer, are facing a threat to its market by the generic drugs in the US market.

The contraceptives and condoms market is not so much affected or driven by the economic factors like the current economic downturn and are believed to hold up well in such tough times. However, this market tends to have a moderate and consistent growth rate. This market is more based on the demographic and sociological factors such as population growth, proportion of young population, perception of people about family planning and contraceptives, especially condoms.

This report talks about the contraceptives market, highlighting the various contraceptive methods used. The condom market, a part of the contraceptive market, is discussed in detail. The various growth drivers for contraceptives and condoms are discussed, while the effect of rising generics penetration in the oral contraceptives also pointed out. The major players in the contraceptive as well as condom market are profiled along with

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