

# Contraceptive Pills Market Size, Trends, Analysis, and Outlook By Hormone (Progestin Pills, Combination Pills), By Category (Generic, Branded), by Country, Segment, and Companies, 2024-2032

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## Abstracts

The global Contraceptive Pills market size is poised to register 6.2% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Contraceptive Pills market across By Hormone (Progestin Pills, Combination Pills), By Category (Generic, Branded)

With the increasing demand for reversible and user-controlled contraception and the growing recognition of oral contraceptives as a safe, effective, and convenient birth control option for women of reproductive age, there is a rising adoption of contraceptive pills that offer hormonal regulation of menstrual cycles, suppression of ovulation, and prevention of pregnancy. Market growth is driven by factors such as expanding access to contraception and reproductive health services, rising awareness of contraceptive options and their benefits, and advancements in contraceptive pill formulations and delivery systems. Additionally, the expanding applications of combined oral contraceptives (COCs), progestin-only pills (POPs), and extended-cycle regimens, as well as the development of low-dose and ultra-low-dose formulations with reduced side effects and improved cycle control, contribute to market expansion. Further, the emphasis on contraceptive counseling, individualized treatment regimens, and adherence support programs, along with efforts to address misconceptions and concerns about contraceptive safety and efficacy, is expected to further accelerate market growth in the coming years.

Contraceptive Pills Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Contraceptive Pills market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Contraceptive Pills survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Contraceptive Pills industry.

### Key market trends defining the global Contraceptive Pills demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Contraceptive Pills Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Contraceptive Pills industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Contraceptive Pills companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Contraceptive Pills industry

Leading Contraceptive Pills companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Contraceptive Pills companies.

### Contraceptive Pills Market Study- Strategic Analysis Review

The Contraceptive Pills market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Contraceptive Pills Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Contraceptive Pills industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

## Contraceptive Pills Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

## North America Contraceptive Pills Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Contraceptive Pills market segments. Similarly, Strong market demand is encouraging Canadian Contraceptive Pills companies to invest in niche segments. Further, as Mexico

continues to strengthen its relations and invest in technological advancements, the Mexico Contraceptive Pills market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Contraceptive Pills Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Contraceptive Pills industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Contraceptive Pills market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Contraceptive Pills Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Contraceptive Pills in Asia Pacific. In particular, China, India, and South East Asian Contraceptive Pills markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Contraceptive Pills Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Contraceptive Pills Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Contraceptive Pills market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Contraceptive Pills.

### Contraceptive Pills Market Company Profiles

The global Contraceptive Pills market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AbbVie Inc, Amneal Pharmaceuticals LLC, Aurobindo Pharma Ltd, Bayer AG, Johnson & Johnson, Mayne Pharma Group Ltd, Organon International (Merck & Co. Inc), Pfizer Inc, Sanofi SA, Teva Pharmaceutical Industries Ltd.

### Recent Contraceptive Pills Market Developments

The global Contraceptive Pills market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Contraceptive Pills Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

#### Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Hormone

Progestin Pills

Combination Pills

-Monophasic

-Triphasic

-Others

By Category

Generic

Branded

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

AbbVie Inc

Amneal Pharmaceuticals LLC

Aurobindo Pharma Ltd

Bayer AG

Johnson & Johnson

Mayne Pharma Group Ltd

Organon International (Merck & Co. Inc)

Pfizer Inc

Sanofi SA

Teva Pharmaceutical Industries Ltd

Formats Available: Excel, PDF, and PPT

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-Triphasic

-Others

By Category

Generic

Branded

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Amneal Pharmaceuticals LLC

Aurobindo Pharma Ltd

Bayer AG

Johnson & Johnson

Mayne Pharma Group Ltd

Organon International (Merck & Co. Inc)

Pfizer Inc

Sanofi SA

Teva Pharmaceutical Industries Ltd.

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