

India Contraceptive Devices Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 75 pages | Mordor Intelligence

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Report description:

The India Contraceptives Devices market was projected to increase at a CAGR of 7.42% during the forecast period, 2022-2027.

Due to the coronavirus pandemic, millions of women and girls worldwide have lost access to contraception and abortion services. Lockdowns, travel restrictions, supply chain disruptions, a massive shift of health resources to combat COVID-19, and the fear of infection have all contributed to an increase in the number of unintended pregnancies in the country. As a result of travel restrictions, the incidence of unsafe abortions in the country has the potential to rise exponentially due to a lack of contraceptives. According to a report by the Condom Alliance 2020, condom sales in the country fell 48 percent during the lockdown period in 2020, with a projected full-year decline of 35 percent for FY2021. Thus, Covid-19 has had a significant impact on the market for contraceptive devices.

The key factors leading to the development of the contraception industry in India are the imperative of reducing unplanned pregnancies and their consequences. One of the major drivers for this demand is the need to prevent unwanted pregnancies, particularly among teenage women. According to the article titled "Unintended pregnancy and maternal health complications: a cross-sectional analysis of data from rural Uttar Pradesh, India" published in the BMC Pregnancy and Childbirth in March 2020, unintended pregnancies affect approximately 85 million women worldwide, with India accounting for more than one in every seven of these cases. Furthermore, according to the same source, Uttar Pradesh, India's most populous state (with a population of approximately 200 million), has twice the unwanted fertility rate as the rest of the country. Thus, India's rising number of unintended pregnancies is expected to boost the market for contraceptive devices.

Furthermore, the launch of innovative product lines by the market players is also propelling the growth of the market. For instance, in September 2021, Durex launched one of the first-ever "Made for India" innovations with Durex Extra-Thin Flavoured

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Condoms. This is one of Durex's most customer-focused innovations in the flavored condom category.

However, the side effects associated with the use of contraceptives and the high cost of treatment may impede the growth of the market.

India Contraceptive Devices Market Trends

Condoms Segment is Expected to Dominate the India Contraceptive Devices Market

A condom is a sheath-shaped barrier device used during sexual intercourse to reduce the probability of pregnancy or a sexually transmitted infection (STI). There are both male and female condoms. With proper use, women whose partners use male condoms experience a 2% per-year pregnancy rate. Their use greatly decreases the risk of gonorrhea, chlamydia, trichomoniasis, hepatitis B, and HIV/AIDS, per the World Health Organization Updates in November 2020. To a lesser extent, they also protect against genital herpes, human papillomavirus (HPV), and syphilis. Hence, the other reasons that aid the growth of the contraception devices market are the rising occurrence of STDs and the substantial increase in the population. According to the National AIDS Control Organization 2020 Report, in India, adult (15-49 years) HIV prevalence was estimated at 0.22% in 2020, 0.23% among males, and 0.20% among females. Additionally, as per the same source, among the states and UTs, in 2020, Mizoram had the highest estimated adult HIV prevalence of 2.37%, followed by Nagaland (1.44%) and Manipur (1.15%), all of which were states in northeast India. Andhra Pradesh (0.66%), Meghalaya (0.53%), Telangana (0.48%), and Karnataka (0.45%) were the other states with an adult prevalence higher than 0.40%. Besides these states, Delhi, Maharashtra, Puducherry, Punjab, Goa, and Tamil Nadu had an estimated adult HIV prevalence. Thus, increasing the prevalence of HIV across India boosts the demand for condoms, thereby augmenting the segment's growth.

Additionally, in recent years, the campaigns promoted by various companies are also raising awareness of the usage of condoms in the country. For instance, in June 2022, Manforce Condoms, a condom brand from the house of Mankind Pharma, rolled out the #TravelWithManforce campaign. Through this campaign, the company is spreading the message of having safe sex. Such awareness campaigns are also anticipated to drive the segment's growth further.

Hence, all these factors are expected to contribute to the segment's growth during the forecast period.

India Contraceptive Devices Market Competitor Analysis

The India contraceptive devices market is competitive and consists of several players. In terms of market share, a few major players dominate the market. And some prominent players are vigorously making acquisitions and joint ventures with other companies to consolidate their market positions in the country. Some companies currently dominating the market are Bayer AG, Mayer Laboratories, Inc., Reckitt Benckiser Group plc, CooperSurgical, Inc., and AbbVie Inc. (Allergan PLC).

Additional Benefits:

The market estimate (ME) sheet in Excel format
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