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

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

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Report description:

The contraceptive pills market is poised to register a CAGR of 9% during the forecast period.

The COVID-19 pandemic had a substantial impact on the contraceptive pills market. Several guidelines are being introduced about contraceptive pills that have benefitted the market during the COVID-19 pandemic. For instance, according to the guidelines by MoHFW published in October 2021 by the government of India, oral contraceptive pills should be freely available in all public health facilities (including the COVID care facilities). According to the same source, extra packets (at least two months' supply) of oral contraceptive pills can be handed over to repeat clients to avoid multiple contacts. Thus, the demand for contraceptive pills remained significant during the pandemic.

However, with the introduction of vaccines, government authorities and healthcare organizations have recommended reducing the consumption of contraceptive pills before administering vaccines. For instance, according to an April 2021 update by the Taiwan Centers for Disease Control, the Advisory Committee on Immunization Practices (ACIP), the ACIP made a resolution to add related reminding messages on the notice of "precautions to take before COVID-19 vaccination with AstraZeneca vaccine." Taking contraceptive pills and undergoing hormone therapy are risk factors for blood clotting, thus, people receiving these treatments are advised to pause the process at least 28 days before and after inoculation at this stage. Hence, the COVID-19 pandemic had a significant impact on the market initially. However, as the pandemic subsided, the market is expected to have a stable growth during the forecast period.

Furthermore, the increasing rate of unintended pregnancies is a major factor driving the demand for contraceptive pills, thereby contributing to the market growth. For instance, according to a March 2021 update by the United Nations Populations Fund, the number of unintended pregnancies was 1.4 million across 115 low- and middle-income countries. Thus, such statistics indicate the increasing demand for contraceptive pills across the globe, thereby contributing to the market growth.

Additonally, various initiatives taken by governments worldwide is also expected to boost the market growth. For instance, according to the Council of Ministers of Spain in May 2022, the Spainish government reformed the law regarding sexual and reproductive health and the voluntary interruption of pregnancy. New measures on sexuality education and contraception, menstrual health, pregnancy, childbirth, abortion, and reproductive violence was taken. It was also mentioned that the morning-after contraceptive pill will be made available free of charge in health centres and future public centres specialising in sexual and reproductive rights, and must be available in all pharmacies.

Moreover, several developments by key market players are expected to further boost the market growth. For instance, in April 2021, Mayne Pharma reported that the US FDA had approved NEXTSTELLIS (3 mg drospirenone [DRSP] and 14.2 mg estetrol [E4] tablets) for the prevention of pregnancy. NEXTSTELLIS is the first and only contraceptive pill containing E4, a naturally occurring estrogen, now produced from a plant source, with a unique mechanism of action that offers potential advantages over other estrogens.

Therefore, owing to the abovementioned factors, the market studied is anticipated to witness growth over the forecast period. However, side effects associated with the use of contraceptive drugs and increased usage of alternative birth control methods are the factors expected to hinder market growth over the forecast period.

Contraceptive Pills Market Trends

The Generic Segment is Expected to Hold a Significant Share of the Market Over the Forecast Period

By category, the generic segment is expected to witness significant growth. The generic segment has the largest share in the market due to the widespread adoption of generic contraceptives, owing to their low prices and market availability. For instance, in February 2022, Asda lowered the price of its generic emergency hormonal contraception (EHC) pill to GBP 9.89 (USD 13.33) to ensure it is more accessible to women in the United Kingdom.

Furthermore, the increasing need for population control and the rising incidence of abortion has driven the growth of generic contraceptive pills in the market. Thus, several market players are engaged in implementing strategic initiatives, thereby boosting market growth. For instance, in March 2021, Mayne Pharma Group Limited commercially launched a generic version of ORTHO-CEPT (desogestrel and Ethinyl estradiol 0.15 mg/0.03 mg) tablets to customers in the United States. Such developments are likely to positively impact the adoption of generic contraceptive pills among women.

Hence, due to the abovementioned factors, the segment is expected to witness significant growth during the forecast period.

North America is Expected to Hold the Largest Share in the Market

Within North America, the US holds a major share of the market owing to rapid developments in the healthcare infrastructure and high awareness about contraceptive pills in the region. For instance, according to the data published by NCBI in September 2022, the birth control contraception pill is the most commonly prescribed form of contraception in the United States, and approximately 25% of women aged 15 to 44 who currently use contraception reported using the pill as their method of choice; the most commonly prescribed pill was found to be the combined hormonal pill with estrogen and progesterone. Thus, the consumption of contraceptive pills in the United States is significant and is expected to continue over the forecast period.

Several organizations are also engaged in implementing strategic initiatives in the country. For instance, as per the Bill & Melinda Gates Foundation data published in 2022, the foundation is aiming to offer USD 280 million per year from 2021 to 2030 for developing new and improved contraceptive technologies, support family planning programs that reflect the preferences of local communities, and enable women and girls to be in control of their contraceptive care. Such developments are anticipated to boost the adoption of oral contraceptive pills in the country, thereby boosting the market growth.

Hence, due to the abovementioned factors, the market is expected to witness significant growth over the forecast period.

Contraceptive Pills Market Competitor Analysis

The contraceptive pills market is moderately consolidated in nature due to the presence of a few companies operating globally and regionally. The competition in the market is set to intensify as several key players are focusing on the expansion of their product portfolios through acquisitions and collaborations. The contraceptive pills market is expected to open up several opportunities for the new players, as well as the currently established market leaders. The key players in the market include Bayer AG, Amneal Pharmaceuticals LLC, Pfizer Inc., Mayne Pharma, and Teva Pharmaceuticals, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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SCOTTS INTERNATIONAL

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