

## **Italy Contraceptive Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 70 pages | Mordor Intelligence

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### **Report description:**

The Italy Contraceptive Devices Market size is estimated at USD 421.61 million in 2024, and is expected to reach USD 570.35 million by 2029, growing at a CAGR of 6.23% during the forecast period (2024-2029).

The protective treatments or mitigation strategies for COVID-19 influence non-emergency medical care, including STI care. Before the COVID-19 pandemic, STI occurrence was rising. The fact that illnesses like chlamydia, syphilis, and gonorrhea are asymptomatic and may have been overlooked because of this raises serious concerns. Certain factors are driving the market growth, including the increasing awareness about sexually transmitted diseases (STDs) and the rising rate of unintended pregnancies. As per an article published by Journal Plos in May 2022, to contain the pandemic, the Italian government enforced a COVID-19 lockdown that resulted in considerable limitations on population movement and social interactions from March 11 to April 26, 2020. The quarantine compelled people to undergo two distinct distortions of social distance. However, quarantine intensified and compelled social intimacy, compelling families and couples to live together continuously for an extended period. Such factors had a significant impact on the market in the country during the pandemic. However, the relaxation of strict regulations during the post-pandemic period boosted the growth of the market.

According to the European Consortium for Emergency Contraception data published in 2022, around 4.7 thousand STIs were recorded in Italy in 2020. According to the report, bacterial and viral infections accounted for about 2.8 thousand and 1.9 thousand of the diagnosed cases of STIs, respectively. The increased use of contraception has improved health-related outcomes, including maternal and infant mortality, and decreased the risk of STIs. In addition, a rise in the number of gynecologists using these contraceptive methods for birth control is anticipated to drive the industry's growth in the coming years. According to the Lancet article published in July 2022, the number of IUDs in terms of contraceptive methods in Italy had grown to 15%. Thus, the increasing usage of contraceptive devices is expected to drive market growth in the country.

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## Italy Contraceptive Devices Market Trends

### Condom Segment is Expected to Dominate the Market Over the Forecast Period

A condom is a sheath-shaped barrier device used during sexual intercourse to reduce the probability of pregnancy or an STI. There are both male and female condoms available in the market. Their use significantly decreases the risk of gonorrhea, chlamydia, trichomoniasis, hepatitis B, and HIV/AIDS. They also protect against genital herpes, human papillomavirus (HPV), and syphilis to a lesser extent. Increasing consumer awareness of condom use, the availability of various condom varieties to meet consumer needs, and initiatives to stop the spread of STIs and HIV are expected to boost the market over the forecast period.

The demand for condoms in the country is anticipated to be aided by an increase in government initiatives and awareness campaigns encouraging their use. The market is expected to witness growth as a result of government agencies and international healthcare organizations purchasing large quantities of the product for free or heavily discounted distribution. In order to combat the HIV and other STI epidemics and prevent unintended pregnancies, governments around the world are launching campaigns to increase awareness of the issue and encourage young people to use contraceptives. Therefore, to prevent or reduce the risk of infectious diseases, the use of condoms is expected to increase in Italy, driving the market's growth.

### Vaginal Ring is Expected to Hold a Significant Share Over the Forecast Period

The vaginal ring is a small, flexible ring worn inside the vagina for birth hormones. It releases the hormones estrogen and progestin through the vaginal lining to prevent pregnancy. It is worn for three weeks and then removed for one week.

The increasing rate of unwanted pregnancies, rising awareness among the Italian population, and increasing product launches by various market players are expected to contribute to the growth of the market.

For instance, the article published in Journal Plos one in November 2022 mentioned that 40.4% of surgical abortions were performed in Tuscany, and over 3,824 fertile women aged 14 to 49 years had abortions in 26 Italian hospitals. Such high abortion rates in Italy are expected to drive the demand for vaginal rings to avoid unwanted pregnancies and abortions, which is expected to contribute to the growth of the market.

Also, increasing product launches are expected to contribute to the growth of the segment. For instance, in March 2021, Mithra commercially launched the vaginal contraceptive ring Myring in Italy under the trademark Krikos. The increasing number of unwanted pregnancies and rising product launches are expected to drive the growth of the segment.

### Italy Contraceptive Devices Industry Overview

The Italian contraceptive devices market is fragmented and competitive due to the presence of several market players. Some of the market players include Reckitt Benckiser, Cooper Surgical Inc., Abbvie Inc. (Allergan PLC), Merck & Co. Inc., and Bayer AG.

#### Additional Benefits:

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

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