

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

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

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### **Report description:**

The United Kingdom Contraceptive Devices Market size is estimated at USD 395.62 million in 2024, and is expected to reach USD 524.45 million by 2029, growing at a CAGR of 5.80% during the forecast period (2024-2029).

#### Key Highlights

- The COVID-19 pandemic had a negative impact on the growth of the studied market due to disruptions in global supply chains. According to an article published in March 2022 in Contraception and Reproductive Medicine, the use of long-acting contraceptives decreased significantly during the initial phase of the pandemic. Implants decreased by 76%, intrauterine systems by 79%, and intrauterine devices by 76%.
- Over the first three months of the lockdown, prescriptions for intrauterine and implant contraceptives decreased by 75%, which led to an increase in unwanted pregnancies in the country. A news report published in October 2021 revealed that women were nine times more likely to experience access issues to contraception during the first lockdown. This issue led to a near doubling of unexpected births from 1.3% before the lockdown to 2.1% post-lockdown.
- However, with the release of COVID-19 restrictions and the resumption of services, the market recovered post-pandemic, and a stable growth rate is expected during the forecast period. Several factors are propelling the market growth, including increasing awareness of sexually transmitted diseases (STDs), rising rates of unintended pregnancies, and an increase in government initiatives. The imperative of reducing unplanned pregnancies and their consequences is the key factor driving market growth in the United Kingdom.
- One of the significant drivers for this demand is the need to prevent unwanted pregnancies, particularly among teenage women. According to 2021 statistics published by the UK government, 214,256 abortions were reported in England and Wales in 2021. In addition, 89% of abortions were performed in women under 10 weeks in 2021 compared to 88% in the previous year, indicating a rising number of abortions in the country. This trend is expected to increase the demand for contraceptive devices among the

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population, thereby propelling the market growth.

-Strategic initiatives by market players also contribute to market growth. For instance, in December 2021, Gedeon Richter UK Ltd became a marketing authorization holder (MAH) for Evra, a once-weekly transdermal contraceptive patch for women of fertile age in the United Kingdom. Such authorizations are expected to increase the availability of contraceptive devices in the country during the forecast period.

-However, the side effects associated with the use of contraceptive devices are likely to restrain market growth over the forecast period. Despite this limitation, owing to factors such as rising demand for contraceptive devices and increasing awareness about these devices, the studied market is anticipated to witness growth over the analysis period.

## United Kingdom Contraceptive Devices Market Trends

### Condoms are Expected to Dominate the United Kingdom Contraceptive Devices Market

- The contraceptive devices market in the United Kingdom is expected to experience substantial growth in the condom segment over the forecast period. This growth can be attributed to several factors, including an increase in condom usage among the population and heightened awareness of sexually transmitted diseases within the country.

- A condom is a barrier device shaped like a sheath used during sexual activity to reduce the risk of pregnancy or sexually transmitted diseases (STDs). It is a widely used method of preventing STDs. For example, in March 2022, the National Chlamydia Screening Program (NCSP) was organized in the United Kingdom to reduce the risk of untreated chlamydia infection. The program aims to reduce the harms of untreated chlamydia infection by primarily screening women and girls. Such awareness initiatives are expected to drive the use of condoms for preventing unwanted pregnancy and STDs, thereby propelling the segment's growth.

- Furthermore, a clinical trial study published in the Journal of Sex Research in January 2022 in the United Kingdom showed that CSD500, a novel condom, holds significant potential for improving men's and women's sexual pleasure. Such studies are expected to drive growth in this segment further. In addition, condom sales have increased since lockdown restrictions eased in the United Kingdom, as reported in February 2022. The rise in condom sales is expected to further drive segment growth in the country during the forecast period.

### High Prevalence of Sexually Transmitted Diseases and Increasing Awareness about STDs are Expected to Drive the Market Growth During

- The market growth for contraceptive devices in the country is expected to receive a boost from increased awareness about sexually transmitted diseases (STDs). This awareness is expected to break the social stigma surrounding these diseases and educate citizens about contraceptive devices for prevention.

- According to the United Kingdom's official report on STIs from 2021, updated in October 2022, there was a significant increase in consultations at Sexual Health Services (SHSs), with a total of 4,002,827 consultations in 2021, representing a 15.7% increase from the previous year. In addition, there were 1,949,940 sexual health screens, which are diagnostic tests for chlamydia, gonorrhoea, syphilis, and human immunodeficiency virus (HIV) delivered by SHSs, representing an 18.7% increase compared to the previous year. These tests resulted in 311,604 diagnoses of new STIs among England residents in 2021.

- The high prevalence of STIs is expected to drive the use of contraceptive devices, such as condoms, which in turn is expected to boost the market growth in the country. The market growth is also expected to be fueled by various awareness initiatives being conducted in the country. For instance, in July 2022, a campaign with the theme 'It Starts With Me' was launched in England to raise awareness of HIV and sexually transmitted infections (STIs), as well as prevention strategies for these diseases. Such initiatives are expected to educate citizens about the risks and prevention methods of STIs, thereby creating opportunities for

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companies to develop innovative contraceptive devices that can be used to prevent STIs. This is expected to propel the market growth during the forecast period.

## United Kingdom Contraceptive Devices Industry Overview

The contraceptive devices market in the United Kingdom is characterized by moderate competition. Key players in the industry include AbbVie Inc. (Allergan), Bayer AG, Cooper Surgical Inc., Pfizer, and Reckitt Benckiser, among others. To gain a competitive edge over generic products available in the market, companies are undertaking strategic initiatives such as increasing their investments in research and development of innovative products. This approach allows companies to introduce new and improved products that offer better efficacy and safety, thereby expanding their market share.

### Additional Benefits:

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

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