

## **Contraceptives Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

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### **Report description:**

The Global Contraceptives Market was valued at USD 23 billion in 2023 and is estimated to expand at a 6.3% CAGR between 2024 and 2032, spurred by the increasing emphasis on the prevention of sexually transmitted diseases (STDs) and growing awareness of innovative technologies for pregnancy prevention. As public health campaigns highlight the importance of safe sexual practices, more individuals are seeking effective contraceptive methods to reduce the risk of STDs and unintended pregnancies. Also, advancements in contraceptive technologies, such as non-invasive methods and personalized solutions, are attracting consumers, further boosting market growth, and broadening access to effective contraceptive options.

The overall contraceptives industry is segregated based on product, age group, distribution channel, and region.

The devices segment achieved USD 16 billion in 2023 due to the increasing demand for long-lasting and highly effective options like intrauterine devices (IUDs) and contraceptive implants. These methods offer a higher success rate in preventing unintended pregnancies, which drives their preference over traditional alternatives. Additionally, advancements in technology and growing awareness about reproductive health further boost the adoption of contraceptive devices, solidifying their dominance in the market compared to other forms of contraception.

The retail segment will establish USD 18.3 billion by 2032, driven by the increasing availability of products in pharmacies, drugstores, and online platforms. Convenience, coupled with consumer preference for easy access, drives growth in this segment. Retail channels provide a variety of contraceptive options, allowing consumers to choose products that best suit their needs. Furthermore, promotional activities and health campaigns are enhancing consumer awareness, thereby reinforcing the retail segment's position in the contraceptives market.

North America contraceptives industry held a USD 7.5 billion in 2023 and will experience a 4% CAGR through 2032, owing to the region's strong healthcare infrastructure, high awareness of family planning, and widespread use of advanced contraceptive methods. Government initiatives supporting reproductive health, along with a growing preference for long-acting reversible contraceptives (LARCs), further propel market growth. Besides, the presence of leading manufacturers and well-established distribution networks enhances access to contraceptive products. North America's robust demand and advanced healthcare system make it the key contributor to the global contraceptives market.

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