

## **Italy Contraceptive Devices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 70 pages | Mordor Intelligence

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### **Report description:**

Italy Contraceptive Devices Market Analysis

The Italy contraceptive devices market is valued at USD 407.66 million in 2025 and is projected to reach USD 558.12 million by 2030, reflecting a 6.48% CAGR over the period. Solid public-sector investment, rising sexually transmitted infection (STI) alerts, and rapid digital-health adoption are driving uptake, even as regional conscience-based objections create pockets of unmet need. The Italian Medicines Agency's June 2024 decision to offer free contraceptives to women under 26 increases baseline demand, while growing e-commerce penetration removes traditional access barriers in underserved areas. Manufacturers that balance cost-effective public-tender offerings with premium eco-friendly lines are best positioned to capture the Italy contraceptive devices market's widening opportunity set. Regulatory timelines under the EU Medical Device Regulation remain a headwind but also raise the bar for product quality, favoring well-capitalized players.

Italy Contraceptive Devices Market Trends and Insights

High burden of STIs and growing STD awareness

Italy recorded an rise in STI alerts, prompting a prevention-focused National Plan that prioritizes free condom distribution and broader PrEP access. School-based programs such as EduforIST reinforce dual-protection messaging and have already reached more than 1,200 students across four regions. Together these initiatives are lifting demand for barrier devices, particularly among adolescents and young adults who respond quickly to health-risk education.

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High rate of unintended pregnancies

Class C pharmaceutical outlays rose to EUR 7.1 billion in 2023, up 9.8%, underscoring the cost of suboptimal family-planning coverage. AIFA's EUR 140 million annual subsidy for women under 26 now removes the price hurdle for long-acting reversible contraceptive (LARC) devices. Early uptake data suggest a shift toward intrauterine devices that offer superior efficacy over user-dependent methods.

Religious-cultural resistance in Southern regions

Conscientious objection reaches 91% of physicians in Molise and exceeds 79% in Sicily and Basilicata, shrinking service access points below mandated thresholds. Community stigma further dampens adoption by discouraging open discussion and purchase of modern contraceptives.

Other drivers and restraints analyzed in the detailed report include:

Government and non-profit initiatives to reduce early pregnancy / Expansion of tele-pharmacy and e-prescription platforms / Shortage of trained medical professionals /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Condoms represented 42.34% Italy contraceptive devices market share in 2024, benefiting from immediate availability and zero clinician involvement. Their grip remains strong where provider refusal is common. In contrast, intrauterine devices post the fastest 8.32% CAGR through 2030 on the back of AIFA's under-26 subsidy and evidence of superior pregnancy avoidance. The Italy contraceptive devices market size for IUDs is on track to rise sharply as insertion training expands within public clinics. Niche products such as diaphragms serve users seeking hormone-free alternatives, while subdermal implants advance steadily despite limited specialist capacity in the South. Vaginal rings add upside potential through combined health-benefit formulations. Female sterilization, including laparoscopic tubal ligation, is chosen by women concluding family building; legal and clinical guidance point to the lowest 10-year pregnancy risk among permanent options.

Advances in smart materials and eco-friendly coatings enlarge the condom subsegment's premium tier. Meanwhile, European real-world data show 96.3% of Italian LARC users opt for IUDs chiefly for contraception. Over the forecast horizon, manufacturers that offer both cost-efficient barrier methods and higher-margin LARCs can mitigate price compression from public tenders.

The Italy Contraceptive Devices Market Report is Segmented by Product Type (Condoms, Diaphragms & Cervical Caps, Vaginal Sponges, Vaginal Rings, Intra Uterine Devices, Subdermal Implants, And More), Gender (Male and Female) and Distribution Channel (Hospital Pharmacies, Retail Pharmacies & Drugstores, E-Commerce & Tele-Pharmacies and Family-Planning Clinics). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Reckitt Benckiser Group / Bayer / The Cooper Companies / Organon / Church & Dwight / DKT International / Okamoto Industries Inc. / Pregna International Ltd. / Veru / Linepharma International / LifeStyles Healthcare Pty Ltd. / Control / Mithra Pharmacueticals / Exeltis Healthcare / Gedeon Richter / MKT PHARMA SAS DI RITA / OCON Medical Ltd. /

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Additional Benefits:

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

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