

**2004**  
**CONTRACEPTIVE SOCIAL MARKETING**  
**STATISTICS**

Courtesy of  
DKT International  
1701 K Street, NW  
Suite 900  
Washington, DC 20006

August 2005

# SOCIAL MARKETING STATISTICS 2004

Highlights	2004	2003	2002
CYPs	31.3 million	30.5 million	28.6 million

## Sales – 2004

Condoms .....	1,752,418,759	IUDs .....	459,576
Female Condoms .....	2,693,716	Injectables .....	14,232,519
Pills .....	113,343,253	Emergency Contraception (EC) .....	2,497,979
Foaming Tablets .....	1,629,283	Norplant .....	5,625

## Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs.

PROGRAM	REMARKS	2004 PRODUCT SALES	CYP*	% CHANGE FROM 2003
<b>1. ALBANIA</b> Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI Condoms 2,825,982 Pills 88,601 Injectables 6,448 EC 62,938 TOTAL	28,260 6,329 1,612 6,993 43,194	44%
<b>2. AFGHANISTAN</b> Started by PSI in 2003.	USAID and UNICEF support	Source: PSI Condoms 1,392,641 Pills 113,600 Injectables 29,936 TOTAL	13,926 8,114 7,484 29,524	NA
<b>3. ANGOLA</b> Started by PSI in 2000.	USAID and private funding	Source: PSI Condoms 10,560,000 TOTAL	105,600 105,600	4%
<b>4. BANGLADESH</b> Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID Condoms 101,950,000 Pills 27,840,000 Injectables 410,000 TOTAL	1,019,500 1,988,571 102,500 3,110,571	-24%
<b>5. BENIN</b> Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI Condoms 10,026,956 Pills 123,549 Injectables 21,915 TOTAL	100,270 8,825 5,479 114,574	14%
<b>6. BOTSWANA</b> Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), and private support	Source: PSI Condoms 3,387,901 Female Condoms 21,032 TOTAL	33,879 1,052 34,931	91%
<b>7. BRAZIL</b> Started by DKT in 1991; managed by DKT do Brasil.	Hewlett and DKT support	Source: DKT Condoms 58,606,848 Female Condoms 147,654 TOTAL	586,068 7,383 593,451	16%
<b>8. BURKINA FASO</b> Started by PSI in 1991.	KfW support	Source: PSI Condoms 19,385,340 Female Condoms 41,483 TOTAL	193,853 2,074 195,927	4%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

<b>9. BURMA (Myanmar)</b> Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	25,035,253	250,353	
		Female Condoms	71,626	3,581	
		Pills	302,590	21,614	
		IUDs	2,828	9,898	
		Injectables	634,043	158,511	
		EC	6,688	743	
		TOTAL		444,700	65%
<b>10. BURUNDI</b> Started by PSI in 1994.	USAID, DFID, private, and UN support	Source: PSI			
		Condoms	2,240,400	22,404	
		TOTAL		22,404	3%
<b>11. CAMBODIA</b> Started by PSI in 1994.	USAID, DFID, and Dutch government support	Source: PSI			
		Condoms	21,543,389	215,434	
		Female Condoms	9,571	479	
		Pills	1,717,296	122,664	
		Injectables	109,763	27,441	
		TOTAL		366,018	20%
<b>12. CAMEROON</b> Started by PSI and DKT in 1989.	USAID and KfW funding	Source: PSI			
		Condoms	19,126,267	191,263	
		Female Condoms	61,685	3,084	
		Pills	135,433	9,674	
		Injectables	28,679	7,170	
		EC	720	80	
		TOTAL		211,271	-19%
<b>13. CENTRAL AMERICA REGIONAL</b> (Belize, El Salvador)	USAID support	Source: PSI			
		Condoms	1,002,977	10,030	
		TOTAL		10,030	NA
<b>14. CENTRAL AFRICAN REPUBLIC</b> Started by PSI in 1991.	UNFPA, KfW, and private support	Source: PSI			
		Condoms	5,041,440	50,414	
		TOTAL		50,414	72%
<b>15. CHAD</b> Started by PSI in 1996; now managed by AMASOT.	KfW support	Source: GFA Medica			
		Condoms	2,102,592	21,026	
		TOTAL		21,026	-44%
<b>16. CHINA</b> Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	46,932,676	469,327	
		TOTAL		469,327	2%
<b>16.1 CHINA II</b> Started by The Futures Group (TFG).		Source: TFG			
		Condoms	1,800,000	18,000	
		TOTAL		18,000	31%
<b>17. COLOMBIA</b> PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	3,374,332	33,743	
		Pills	413,713	29,551	
		IUDs	121,359	424,757	
		Injectables	694,281	173,570	
		EC	467,289	51,921	
		TOTAL		713,542	13%
<b>18. CONGO (Brazzaville)</b> Projet de Marketing Social, 1992.	USAID support	Source: PSI			
		Condoms	4,101,300	41,013	
		TOTAL		41,013	80%
<b>19. CONGO (DRC/Kinshasa)</b> Started by PSI in 1988.	USAID (AIDSMark) support	Source: PSI			
		Condoms	27,047,948	270,479	
		TOTAL		270,479	19%
<b>20. COSTA RICA</b> Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	1,416,472	14,165	
		TOTAL		14,165	NA

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; 29 IUDs; 9 EC

<b>21. COTE D'IVOIRE</b> Started by PSI in 1990.	KfW, CDC, and private support	Source: PSI Condoms Female Condoms Pills	31,233,682 16,574 1,002,853	312,337 829 71,632	
			TOTAL	384,798	5%
<b>22. CUBA</b> Started by PSI in 2001.	Cooperating agency: PSI	Source: PSI Condoms	9,972,000	98,720	
			TOTAL	98,720	NA
<b>23. DOMINICAN REPUBLIC</b> Started by SOMARC and PROFAMILIA in 1986.	USAID support CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILIA Condoms Pills IUDs Injectables EC Norplant	687,365 422,562 3,657 22,066 1,429 74	6,874 30,183 12,800 5,517 159 370	
			TOTAL	55,903	-20%
<b>23. DOMINICAN REPUBLIC II</b> Started by PSI in 2003.	USAID and private support	Source: PSI Condoms	12,309,528	123,095	
			TOTAL	197,844	462%
<b>24. ECUADOR</b> Established by SOMARC in 1986; managed by CEMPOLAF.	USAID support	Source: CEMPOLAF Condoms Pills IUDs Injectables	1,134,901 451,916 26,962 21,487	11,349 32,280 94,367 5,372	
			TOTAL	143,368	-42%
<b>25. EL SALVADOR</b> Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms Pills IUDs Injectables Norplant	1,979,933 631,166 3,989 115,372 549	19,799 45,083 13,962 28,843 2,745	
			TOTAL	110,432	101%
<b>26. ERITREA</b> Started by PSI in 1996.	USAID support	Source: PSI Condoms	3,846,933	38,469	
			TOTAL	38,469	-24%
<b>27. ETHIOPIA</b> Implemented by DKT in 1990.	Dutch government, Gates, Packard, DFID, and USAID support	Source: DKT Condoms Female Condoms Pills Injectables	46,942,801 2,472 2,368,243 1,173,973	469,428 124 169,160 293,493	
			TOTAL	932,205	18%
<b>28. GHANA</b> Implemented in 1986 by DANAFCO and SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF Condoms Pills Foaming Tablets IUDs Injectables	17,076,372 4,139,917 1,391,889 3,650 372,360	170,764 295,708 9,279 12,775 93,090	
			TOTAL	581,616	20%
<b>29. GUATEMALA</b> Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM Condoms Pills IUDs Injectables Norplant	1,442,001 656,095 5,357 139,920 640	14,420 46,864 16,071 34,980 3,200	
			TOTAL	115,535	-26%
<b>29.1 GUATEMALA II</b> Started by PSI in 1998.	USAID (AIDSMARK), KfW, private support	Source: PSI Condoms	4,756,055	47,561	
			TOTAL	47,561	-3%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

<b>30. GUINEA</b> Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI Condoms Pills Injectables	7,414,641 398,580 84,942	74,146 28,470 21,236	
			TOTAL	123,852	6%
<b>31. HAITI</b> Started by DKT and PSI in 1990.	USAID, UNFPA, Dutch government, World Bank support	Source: PSI Condoms Female Condoms Pills Injectables	6,542,160 41,384 245,617 213,103	65,422 2,069 17,544 53,276	
			TOTAL	138,311	-32%
<b>32. HONDURAS</b> Honduras Social Marketing Program; managed by ASHONPLAFA.	USAID support	Source: IPPF Pills	154,608	11,043	
			TOTAL	11,043	-50%
<b>32.1 HONDURAS II</b> Started by PSI in 1998.	USAID (AIDSMARK) PSP (AED) Private support	Source: PSI Condoms	1,407,911	14,079	
			TOTAL	14,079	14%
<b>33. INDIA I</b> (Nirodh and Mala-D) [Does not include any brands listed for India II-VI.]	Government of India (GOI) Project (figures are for fiscal year ended 3/31/05)	Source: GOI Condoms (Nirodh) Pills (Mala-D)	255,860,000 20,910,000	2,558,600 1,493,570	
			TOTAL	4,052,170	-24%
<b>33.1 INDIA II</b> (Masti & Pearl) PSI/India, 1988 [India I total includes 23.5 million Nirodh condoms and 0.7 million Mala D pills sold by PSI/India]	GOI, KfW, DIFD, and USAID support (calendar year data)	Source: PSI Condoms Pills (Pearl)	87,497,124 3,592,817	874,971 256,630	
			TOTAL	1,131,601	-8%
<b>33.2 INDIA III</b> (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FY ended)	Source: GOI Condoms Pills	51,370,000 2,630,000	513,700 187,857	
			TOTAL	701,557	8%
<b>33.3 INDIA IV</b> (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992. [India I totals include 0.1 million Mala-D pills sold by DKT/India.]	Vaestoliitto, DFID, SIPSFA, and GOI support (calendar year data)	Source: DKT Condoms (2 brands) Pills (Choice) IUDs Injectables	56,156,298 6,554,415 55,641 92,801	561,563 468,173 194,744 22,581	
			TOTAL	1,247,061	15%
<b>33.4 INDIA V</b> (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani, 1996. [India I total includes 1.3 million Nirodh condoms and 9.1 million Mala D pills sold by Janani.]	Packard and GOI support (calendar year data)	Source: DKT Condoms (2 brands) Pills (Apsara)	23,487,645 1,672,620	234,876 119,473	
			TOTAL	354,349	-25%
<b>33.5 INDIA VI</b> (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. [India I totals include ___ million Nirodh & ___ million Mala D sold by PHS.]	Managed by PHS	Source: MSI Condoms (3 brands) Pills	40,728,384 701,560	407,284 50,111	
			TOTAL	457,395	53%
<b>34. INDONESIA</b> Started by DKT in 1996; managed by DKT.	KfW, GOI, and Gates support	Source: DKT Condoms Pills IUDs Injectables Injectables (1 month) Norplant	47,378,292 3,480,443 19,830 6,106,847 120,600 3,183	473,783 248,603 69,405 1,526,712 93,383 9,549	
			TOTAL	2,421,435	23%
<b>35. KAZAKHSTAN</b> Started by PSI in 2002.	USAID support	Source: PSI Condoms	1,364,008	13,640	
			TOTAL	13,640	-8%
<b>36. KENYA</b> Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	27,308,842 1,642,701 78,156	273,088 117,336 19,539	
			TOTAL	409,963	26%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

<b>37. LAOS</b> Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, and UN support	Source: PSI Condoms Pills	5,562,972 5,280	55,630 377	
		TOTAL		56,007	-2%
<b>38. LESOTHO</b> Started by PSI in 2001.	CDC, USAID, and DFID support	Source: PSI Condoms Female Condoms	1,259,352 92,630	12,594 4,632	
		TOTAL		17,226	-33%
<b>39. MADAGASCAR</b> Started by SOMARC in 1996.	USAID (AIDSMARK), Global Fund, and private support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	12,161,349 1,218,628 403,411	121,613 87,045 100,853	
		TOTAL		309,511	14%
<b>40. MALAWI</b> Started by PSI in 1994.	USAID and KfW support	Source: PSI Condoms	8,563,494	85,635	
		TOTAL		85,635	1%
<b>41. MALAYSIA</b> Started by DKT in 1991; managed by PHI consultants.	Project self-sustaining	Source: DKT Condoms	8,913,600	89,136	
		TOTAL		89,136	-7%
<b>42. MALI</b> Started by PSI in 2000.	USAID and private support	Source: PSI Condoms Female Condoms Pills Injectables	5,747,592 26,378 818,676 121,252	57,476 1,319 58,477 30,313	
		TOTAL		147,585	46%
<b>43. MEXICO</b> Started by DKT in 2002.	Packard and MacArthur support	Source: DKT Condoms Female Condoms EC	19,066,083 39,481 4,181	190,661 1,974 465	
		TOTAL		193,100	633%
<b>44. MONGOLIA</b> Started by MSI in 2000.	UNFPA and MSI support	Source: MSI Condoms Female Condoms	1,523,857 14,721	15,239 736	
		TOTAL		15,975	30%
<b>45. MOZAMBIQUE</b> Started by PSI in 1995.	USAID and Dutch government support	Source: PSI Condoms Female Condoms	16,012,202 51,900	160,122 2,595	
		TOTAL		162,717	6%
<b>MYANMAR</b>	See Burma. # 9				
<b>46. NAMIBIA</b> Started by MSI in 2000.	KfW and GTZ support	Source: MSI Condoms Female Condoms	4,086,822 36,024	40,868 1,801	
		TOTAL		42,669	14%
<b>47. NEPAL</b> Nepal Contraceptive Retail Sales Corp. (CRS); started by Westinghouse Health Systems in 1976; program now private company.	USAID (AIDSMARK) support	Source: CRS/PSI Condoms Pills IUDs Injectables EC Norplant	23,148,941 888,985 2,150 274,910 15,626 650	231,489 63,449 7,525 68,728 1,736 3,250	
		TOTAL		376,177	6%
<b>47.I NEPAL II</b> Started by MSI in 2002.	MSI support	Source: MSI Condoms	1,524,648	15,246	
		TOTAL		15,246	-10%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

<b>48. NICARAGUA</b> Started in 1999 by PROFAMILIA.	USAID support	Source: USAID Condoms Pills IUDs Injectables	793,773 397,981 900 55,096	7,938 28,427 3,150 13,774	TOTAL 53,289	71%
<b>48.1 NICARAGUA II</b> Started by PSI in 1998.	USAID and Dutch government support	Source: PSI Condoms Female Condoms	2,875,562 1,146	28,756 57	TOTAL 28,813	58%
<b>49. NIGERIA</b> Started by PSI and DKT in 1988-90.	DFID, USAID, and private support Cooperating agency: PSI/SFH	Source: PSI Condoms Pills Foaming Tablets IUDs Injectables EC	150,267,692 3,875,059 49,000 41,020 930,618 487,794	1,502,677 276,790 327 143,570 232,655 5,478	TOTAL 2,161,497	19%
<b>50. PAKISTAN</b> Program started by PSI Marketing Associates in 1986.	KfW, USAID, and private support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI Condoms Pills IUDs Injectables EC	86,975,608 3,372,287 166,766 420,949 267,234	869,756 240,878 583,681 105,237 29,693	TOTAL 1,829,245	-4%
<b>50.1 PAKISTAN II</b> Started by Key Social Marketing (KMS) and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM Pills Injectables EC	2,316,643 240,372 179,410	165,475 60,093 19,934	TOTAL 245,502	50%
<b>50.2 PAKISTAN III</b> Started by MSI in 2003.	Funded by MSI	Source: MSI Condoms	1,692,936	16,929	TOTAL 16,929	NA
<b>51. PARAGUAY</b> Started by PSI in 1996.	USAID and private support	Source: PSI Condoms Female Condoms Pills EC	1,843,632 19 160,689 13,686	18,436 1 11,478 1,521	TOTAL 31,436	-7%
<b>52. PERU</b> Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO Condoms Foaming Tablets IUDs	7,493,588 188,394 99	74,936 1,256 347	TOTAL 76,539	19%
<b>53. PHILIPPINES</b> Implemented by DKT in 1990; managed by DKT.	KfW, Packard, and USAID support	Source: DKT Condoms Pills Injectables	27,887,768 9,830,932 76,604	278,878 702,209 19,151	TOTAL 1,000,238	18%
<b>54. ROMANIA</b> Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI Condoms Pills	9,692,030 155,341	96,920 11,096	TOTAL 108,016	10%
<b>55. RUSSIA</b> Started by PSI in 1996.	Support from USAID, DFID, UNAIDS	Source: PSI Condoms	2,104,560	21,046	TOTAL 21,046	NA
<b>56. RWANDA</b> Started by PSI in 1993.	KfW, UNFPA, USAID (AIDSMARK) and private support	Source: PSI Condoms	7,593,379	75,934	TOTAL 75,934	46%

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

<b>57. SENEGAL</b> Started by SOMARC in 1996.	USAID support	Source: USAID Condoms Pills	4,512,546 61,138	45,125 4,367	
			TOTAL	49,492	16%
<b>58. SOUTH AFRICA</b> Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, FHI, CDC, and private support	Source: PSI Condoms Female Condoms	39,968,393 152,856	399,684 7,643	
			TOTAL	407,327	223%
<b>59. SRI LANKA</b> Started by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF Support	Source: FPASL Condoms Pills IUDs Injectables EC Norplant	7,868,304 1,017,775 1,360 47,847 414,183 529	78,683 72,698 4,760 11,962 46,020 2,645	
			TOTAL	216,768	20%
<b>59.1 SRI LANKA II</b> Started by MSI in 1993.	Managed by MSI/locally-generated funds	Source: MSI Sri Lanka Condoms EC	4,531,180 7,655	45,312 851	
			TOTAL	46,163	15%
<b>60. SWAZILAND</b> Started by PSI in 2001.	CDC, USAID (AIDSMARK), DFID support	Source: PSI Condoms Female Condoms	1,189,391 57,739	11,894 2,887	
			TOTAL	14,781	9%
<b>61. TANZANIA</b> Started by PSI in 1993 .	USAID and Dutch government support	Source: PSI Condoms Female Condoms Pills	39,108,096 134,100 728,964	391,081 6,705 52,069	
			TOTAL	449,855	25%
<b>62. TOGO</b> Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and UNICEF support	Source: PSI Condoms Female Condoms Pills Injectables	6,053,692 92,237 105,045 39,916	60,537 4,662 7,503 9,229	
			TOTAL	81,931	-26%
<b>63. UGANDA</b> Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	13,683,268 1,565,120 980,700	136,833 111,794 245,175	
			TOTAL	493,802	56%
<b>63.1 UGANDA II</b> Started by MSI in 1997; Managed by MSI.	KfW support	Source: MSI Uganda Condoms	8,647,056	86,471	
			TOTAL	86,471	-55%
<b>64. URUGUAY</b> Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) in 1968.	IPPF support	Source: AUPF Condoms Pills Injectables	92,656 130,154 8,899	927 9,297 31,147	
			TOTAL	41,371	-10%
<b>65. VENEZUELA</b> Started by PROSALUD in 1992.	Support commercial sector and local embassies	Source: Prosalud Condoms Female Condoms Pills IUDs EC	336,311 500,004 352,005 4,008 552,121	3,363 25,000 25,143 14,028 61,347	
			TOTAL	128,881	210%
<b>66. VIET NAM</b> Implemented by DKT in 1993.	DFID, KfW, USAID, and World Bank support	Source: DKT Condoms Pills	54,158,156 3,203,000	541,582 228,786	
			TOTAL	770,368	29%

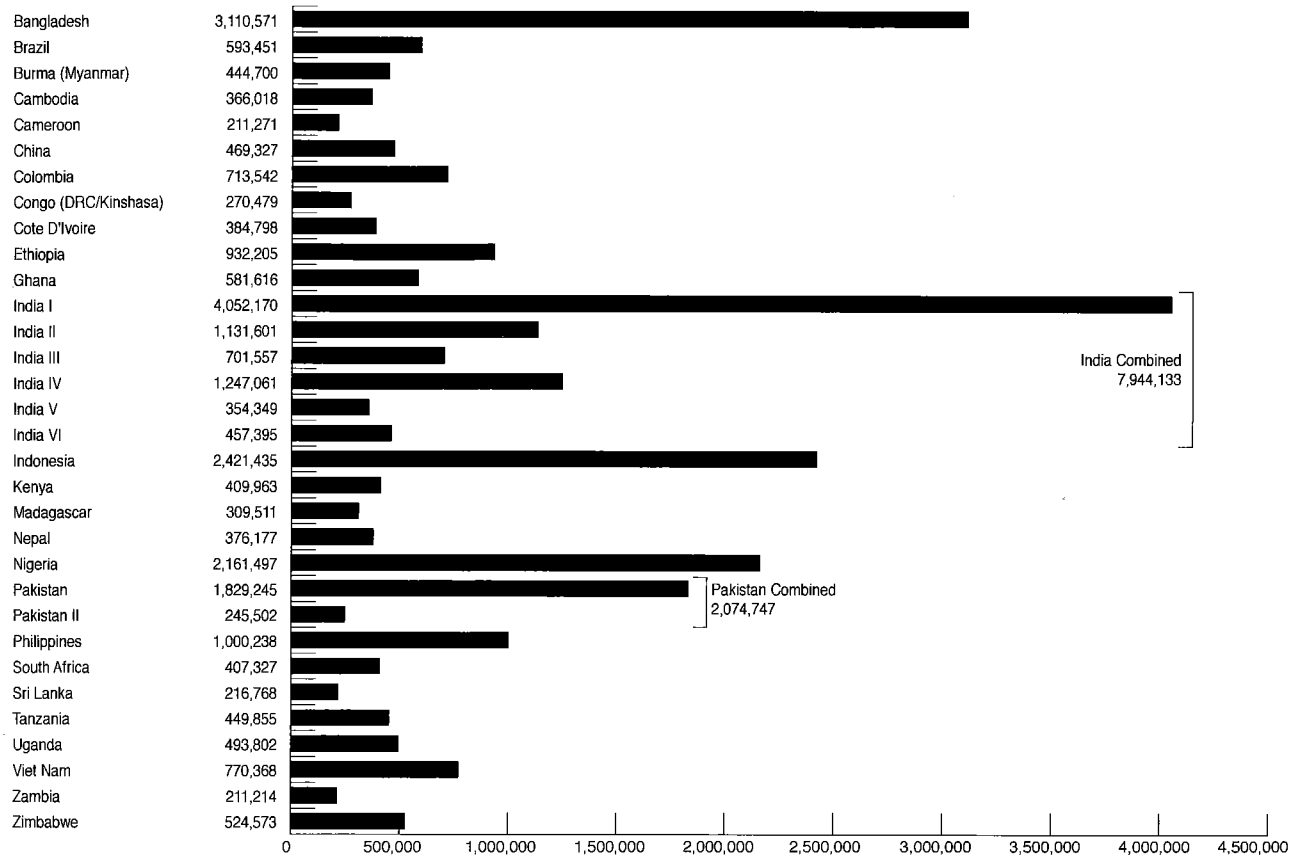
\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; 29 IUDs; 9 EC



<b>67. ZAMBIA</b>	USAID and foundation support	Source: PSI			
Started by PSI in 1992.		Condoms	14,809,100	148,091	
		Female Condoms	192,960	9,648	
		Pills	748,656	53,475	
		TOTAL		211,214	10%
<b>68. ZIMBABWE</b>	USAID and DFID support	Source: PSI			
Started by SOMARC in 1988;		Condoms	43,871,580	438,716	
transferred to PSI in 1996.		Female Condoms	888,040	44,402	
		Injectables	158,253	39,563	
		EC	17,025	1,892	
		TOTAL		524,573	-7%
		GRAND TOTAL		31,345,533	

\* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

## Comparison of Program CYPs (For programs over 200,000 CYPs)



## CYPs As Percentage of Target Market\* (For programs over 4.9%)



\*Target market calculated as 80% of women in union.