

2000
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS

September 2001

Courtesy of
DKT International
1120 19th Street, NW
Suite 610
Washington, DC 20036

SOCIAL MARKETING STATISTICS 2000

Highlights

	2000	1999	1998
CYPs	23.4 million	20.6 million	18.4 million

Sales—2000

Condoms	1,231,180,000
Pills	88,121,000
IUDs	948,700
Injectables	8,361,000

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYP's.

PROGRAM	REMARKS	2000 PRODUCT SALES	CYPs*	% CHANGE FROM 1999
1. ARGENTINA Asociacion Argentina de Proteccion Familiar.		Source: AAPF Condoms 200,000 Pills 80,000 IUDs 30,000 Injectables 15,000 TOTAL	2,000 5,714 90,000 3,750 101,464	6%
2. ALBANIA Started by Population Services International (PSI) in 1995.	UNFPA support Cooperating agency: PSI	Source: PSI Condoms 1,164,699 TOTAL	11,647 11,647	-25%
2.1 ALBANIA II Started by Marie Stopes International (MSI) in 1997.		Source: MSI Condoms 962,159 Pills 62,020 TOTAL	9,622 4,430 14,052	31%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funded Managed by SMC	Source: SMC Condoms 142,536,816 Pills 22,157,440 Injectables 42,995 TOTAL	1,425,368 1,582,674 10,749 3,018,791	9%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID support Cooperating agency: PSI	Source: PSI Condoms 6,087,574 Pills 72,618 Injectables 2,713 TOTAL	60,876 5,187 678 66,741	-2%
5. BOLIVIA Started by SOMARC in 1988, managed through Prosalud; project transferred to PSI in 1995.	USAID and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms 4,799,101 Female Condoms 21,102 Pills 450,850 Injectables 63,035 TOTAL	47,991 1,055 32,204 15,759 97,008	18%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana and private support Cooperating agency: PSI	Source: PSI Condoms 2,168,064 TOTAL	21,681 21,681	-21%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Private and AIDSMark support	Source: DKT Condoms 55,781,136 Female Condoms 539,425 TOTAL	557,811 26,971 584,783	31%
7.1 BRAZIL II Started by PROFIT in 1995.	Contraceptives sold through CEPEO (commercial company)	Source: CEPEO/PROFIT Condoms 1,046,804 IUDs 233,369 TOTAL	10,468 700,107 710,575	172%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

PROGRAM	REMARKS	2000		CYPs*	% CHANGE FROM 1999
		PRODUCT SALES			
8. BURKINA FASO Started by PSI in 1991.	KfW support Cooperating agency: PSI	Source: PSI			
		Condoms	13,437,514	134,375	
		TOTAL		134,375	22%
9. BURMA (Myanmar) Started by PSI in 1996.	Private and UN support Cooperating agency: PSI	Source: PSI			
		Condoms	7,876,112	78,761	
		TOTAL		78,761	16%
10. CAMBODIA Started by PSI in 1994.	USAID, DFID, and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	16,043,900	160,439	
		Pills	423,865	30,276	
		TOTAL		190,715	31%
11. CAMEROON Started by PSI and DKT in 1989.	USAID funding Cooperating agency: PSI	Source: PSI			
		Condoms	14,639,773	146,398	
		Pills	199,200	14,229	
		Injectables	1,380	345	
		TOTAL		160,971	26%
12. CENTRAL AMERICA REGIONAL (Honduras, Guatemala, Nicaragua, Belize, El Salvador, Costa Rica, Panama.)	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	2,938,617	29,386	
		TOTAL		29,386	55%
13. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, and private support Cooperating agency: PSI	Source: PSI			
		Condoms	2,135,705	21,357	
		TOTAL		21,357	79%
14. CHAD Started by PSI in November 1996, now managed by ASTBEF.	KfW support	Source: GFA			
		Condoms	1,831,680	18,317	
		TOTAL		18,317	NA
15. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	31,427,176	314,272	
		IUDs	116,108	348,324	
		Injectables	38,054	9,514	
		TOTAL		672,109	8%
16. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	4,944,865	49,449	
		Pills	230,156	16,440	
		Foaming Tablets	363,198	2,421	
		IUDs	177,578	532,734	
		Injectables	320,691	80,173	
		Norplant	498	2,490	
		TOTAL		683,706	6%
17. CONGO (Brazzaville) Project de marketing Social, 1992.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	1,533,423	15,334	
		TOTAL		15,334	NA
18. CONGO (DRC/Kinshasa) 1988.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	10,423,809	104,238	
		TOTAL		104,238	24%
19. COTE D'IVOIRE 1990.	KfW and USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	20,036,121	200,361	
		Pills	669,750	47,839	
		TOTAL		248,200	-4%
20. DOMINICAN REPUBLIC Started by SOMARC and PROFAMILIA, 1986.	USAID support CMS (Commercial Market Strategies) technical assistance	Source: PROFAMILIA			
		Condoms	936,830	9,368	
		Pills	684,330	48,881	
		IUDs	3,963	11,889	
		Injectables	36,155	9,039	
		Norplant	78	390	
		TOTAL		79,567	3%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; 2 Implants; .33 IUDs

PROGRAM	REMARKS	2000 PRODUCT SALES		CYPs*	% CHANGE FROM 1999
21. ECUADOR Established by SOMARC in 1986.	USAID support Managed by CEMPOLAS	Source: CEMPOLAS			
		Condoms	5,384,425	53,844	
		Pills	793,224	56,659	
		Foaming Tablets	33,312	222	
		IUDs	123,263	369,789	
		Injectables	49,874	12,469	
		Norplant	2,909	14,545	
		TOTAL	507,528	-7%	
22. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS			
		Condoms	2,031,922	20,319	
		Pills	485,667	34,691	
		Injectables	3,075	769	
		TOTAL	55,778	9%	
23. ERITREA Started by PSI in 1996.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	2,968,332	29,683	
		TOTAL	29,683	1%	
24. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch government, Gates, Packard, and USAID	Source: DKT			
		Condoms	49,919,645	499,196	
		Female Condoms	20,811	1,041	
		Pills	1,232,451	88,032	
		Injectables	3,975	994	
		TOTAL	589,263	17%	
25. GHANA Implemented by DANAFCO and SOMARC in 1986. Now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF			
		Condoms	10,210,993	102,110	
		Female Condoms	19,921	996	
		Pills	1,614,360	115,311	
		Foaming Tablets	2,452,400	16,349	
		IUDs	925	2,775	
		Injectables	56,540	14,135	
		TOTAL	251,677	58%	
26. GUATEMALA Importadora de Productos Farmaceuticos, S.A., started by Juarez and Associates in 1983.	USAID support	Source: IPROFSA			
		Condoms	2,584,274	25,843	
		Pills	838,141	59,867	
		Foaming Tablets	116,968	780	
		IUDs	7,142	21,426	
		Injectables	218,216	54,554	
		Norplant	882	4,410	
		TOTAL	166,880	216%	
27. GUINEA 1990.	USAID and KfW co-funded Cooperating agency: PSI	Source: PSI			
		Condoms	5,622,109	56,221	
		Pills	178,242	12,732	
		Injectables	59,156	14,789	
		TOTAL	83,742	22%	
28. HAITI 1990.	USAID, UNFPA, Dutch government, World Bank, and UNAIDS support Cooperating agency: PSI	Source: PSI			
		Condoms	11,672,259	116,723	
		Female Condoms	38,024	1,901	
		Pills	111,508	7,965	
		Injectables	69,987	17,497	
		TOTAL	144,085	39%	
29. HONDURAS Honduras Social Marketing Program.	USAID support Managed by ASHONPLAFA	Source: USAID			
		Condoms	1,103,328	11,033	
		Pills	153,168	10,941	
		TOTAL	21,974	-44%	
30. INDIA I Nirodh and Mala-D. (Does not include any brands listed for India II, III, or IV or V.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/01)	Source: GOI			
		Condoms (Nirodh)	228,000,000	2,280,000	
		Pills (Mala-D)	20,610,000	1,472,143	
		TOTAL	3,752,143	-11%	
30.1 INDIA II (Masti & Pearl) PSI/India, 1988 (India I total includes 24.1 million Nirodh condoms and 2.6 million Mala-D pills sold by PSI/India.)	GOI, KfW, DFID, USAID support (calendar year data)	Source: PSI			
		Condoms (Masti)	60,490,244	604,902	
		Pills (Pearl)	2,416,036	172,574	
		TOTAL	777,476	22%	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

PROGRAM	REMARKS	2000 PRODUCT SALES		CYPs*	% CHANGE FROM 1999
30.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	KfW and GOI support (calendar year data)	Source: PSS			
		Condoms (3 brands)	41,620,400	416,204	
		Pills (Ecroz)	1,352,415	96,601	
		TOTAL		512,805	22%
30.3 INDIA IV (Zaroor, Choice) DKT based in Bombay (Mumbai), 1992. (India I totals include 3.5 Nirodh condoms sold by DKT/India.)	Private and GOI support (calendar year data)	Source: DKT			
		Condoms (Zaroor)	60,392,510	603,925	
		Pills (Choice)	5,013,199	358,086	
		Injectables	69,493	14,548	
TOTAL		976,559	19%		
30.4 INDIA V (Apsara, Mithun) Bihar-based project, managed by Janani, 1996. (India I total includes 41.6 million Nirodh condoms & 4.9 million Mala-D pills sold by Janani.)	Packard and GOI support (calendar year data)	Source: DKT			
		Condoms (Mithun)	23,775,942	237,759	
		Pills (Apsara)	2,417,089	172,649	
		IUDs	6,681	20,043	
Injectables	2,563	641			
TOTAL		431,092	36%		
31. INDONESIA Blue Circle Project; implemented by BKKBN, various dates.	Project largely self-sustaining	Source: BKKBN			
		Pills	6,688,380	477,741	
		IUDs	77,374	232,122	
		Injectables	4,553,763	1,138,441	
TOTAL		1,848,304	8%		
31.1 INDONESIA II Started by DKT in 1996.	KfW, GOI, and DKT support	Source: DKT			
		Condoms	27,626,946	276,269	
		Pills	900,940	64,353	
		Injectables	936,468	234,117	
TOTAL		574,739	96%		
32. JORDON Started by SOMARC in 1996.	USAID support	Source: USAID			
		Condoms	161,200	1,612	
		Pills	200,500	14,321	
		Injectables	18,792	4,698	
TOTAL		20,631	NA		
33. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI			
		Condoms	12,806,051	128,061	
		Pills	71,640	5,117	
		Injectables	25,932	6,483	
TOTAL		139,661	15%		
34. LAOS Started by PSI in 1999.	UN support Cooperating agency: PSI	Source: PSI			
		Condoms	2,445,732	24,457	
		TOTAL		24,457	106%
35. MADAGASCAR Started by SOMARC in 1996.	USAID (AIDSMARK) and private support Cooperating agency: PSI	Source: PSI			
		Condoms	3,943,984	39,440	
		Pills	259,764	18,555	
		Injectables	78,082	19,521	
TOTAL		77,515	35%		
36. MALAWI Started by PSI in 1994.	USAID and KfW support Cooperating agency: PSI	Source: PSI			
		Condoms	5,726,618	57,266	
		TOTAL		57,266	27%
37. MALAYSIA Started by DKT in 1991.	Project self-sustaining	Source: DKT			
		Condoms	10,797,696	107,977	
		TOTAL		107,977	1%
38. MALI Started by The Futures Group (TFG) in 1992.	USAID support Cooperating agency: TFG	Source: USAID			
		Condoms	5,850,000	58,500	
		Pills	930,000	66,429	
		Injectables	189,000	47,250	
TOTAL		172,179	2%		

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

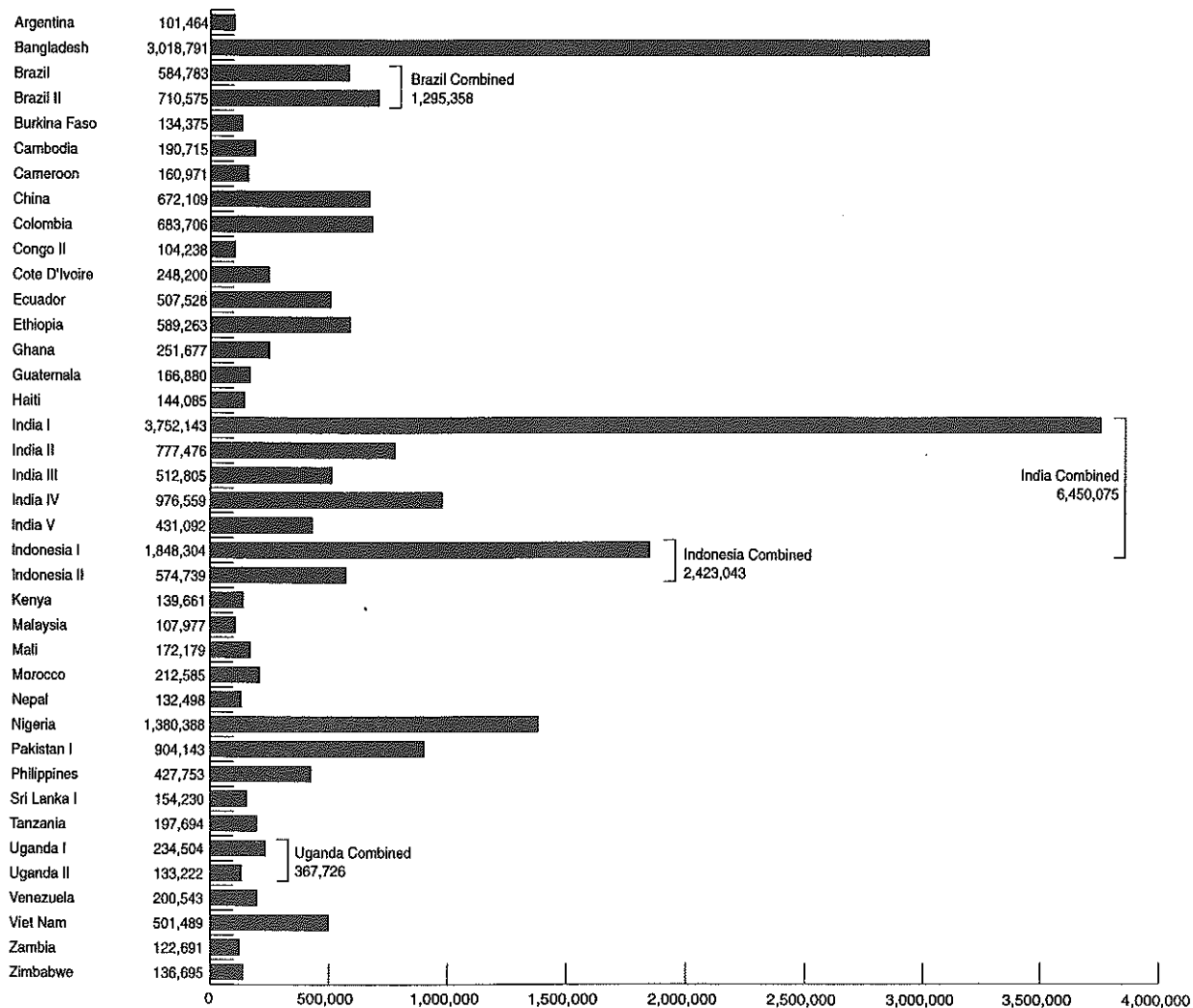
PROGRAM	REMARKS	2000 PRODUCT SALES		CYPs*	% CHANGE FROM 1999
39. MOROCCO Started by SOMARC in 1989, transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: USAID			
		Pills	2,684,882	191,777	
		IUDs	5,494	16,482	
		Injectables	17,301	4,325	
		TOTAL		212,585	NA
40. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	8,947,604	89,476	
		Female Condoms	499	25	
TOTAL		89,501	-9%		
MYANMAR	See Burma #9				
41. NEPAL Nepal Contraceptive Retail Sales Corp. (CRS), started by Westinghouse Health Systems in 1976; program now private company.	USAID/CMS support	Source: CRS			
		Condoms	6,677,615	66,776	
		Pills	339,099	24,221	
		Foaming Tablets	310,160	2,068	
		IUDs	937	2,811	
		Injectables	127,547	31,887	
		Norplant	947	4,735	
		TOTAL		132,498	-26%
42. NICARAGUA	USAID support	Source: USAID			
		Condoms	1,429,447	14,294	
TOTAL		14,294	NA		
43. NIGERIA Started by PSI and DKT in 1988-90.	DFID, USAID, and private support Cooperating agency: PSI/SFH	Source: PSI			
		Condoms	75,128,501	751,285	
		Pills	2,317,566	165,540	
		Foaming Tablets	49,200	328	
		IUDs	100,363	301,089	
		Injectables	648,584	162,146	
TOTAL		1,380,388	45%		
44. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates, 1986.	KfW support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI			
		Condoms	65,596,509	655,965	
		Pills	513,842	36,703	
		IUDs	54,952	164,856	
		Injectables	186,474	46,619	
TOTAL		904,143	31%		
44.1 PAKISTAN II Started by Key Social Marketing and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM			
		Pills	684,336	48,881	
		Injectables	149,302	37,326	
TOTAL		86,207	19%		
45. PERU Apoyo a Programas de Poblacion; program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO			
		Condoms	5,461,936	54,619	
		IUDs	287	861	
TOTAL		55,480	0%		
46. PHILIPPINES Implemented by DKT in 1990.	KfW and Packard support	Source: DKT			
		Condoms	20,811,226	208,112	
		Pills	3,074,966	219,640	
TOTAL		427,753	23%		
47. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI			
		Condoms	2,929,331	29,293	
TOTAL		29,293	59%		
48. RUSSIA Started by PSI in 1996.	Support from USAID, DFID, UNAIDS	Source: PSI			
		Condoms	2,436,985	24,370	
TOTAL		24,370	84%		
49. RWANDA Started by PSI in 1993.	KfW, UNFPA, and private support	Source: PSI			
		Condoms	3,312,994	33,130	
TOTAL		33,130	13%		
50. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID			
		Condoms	3,193,915	31,939	
TOTAL		31,939	31%		

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

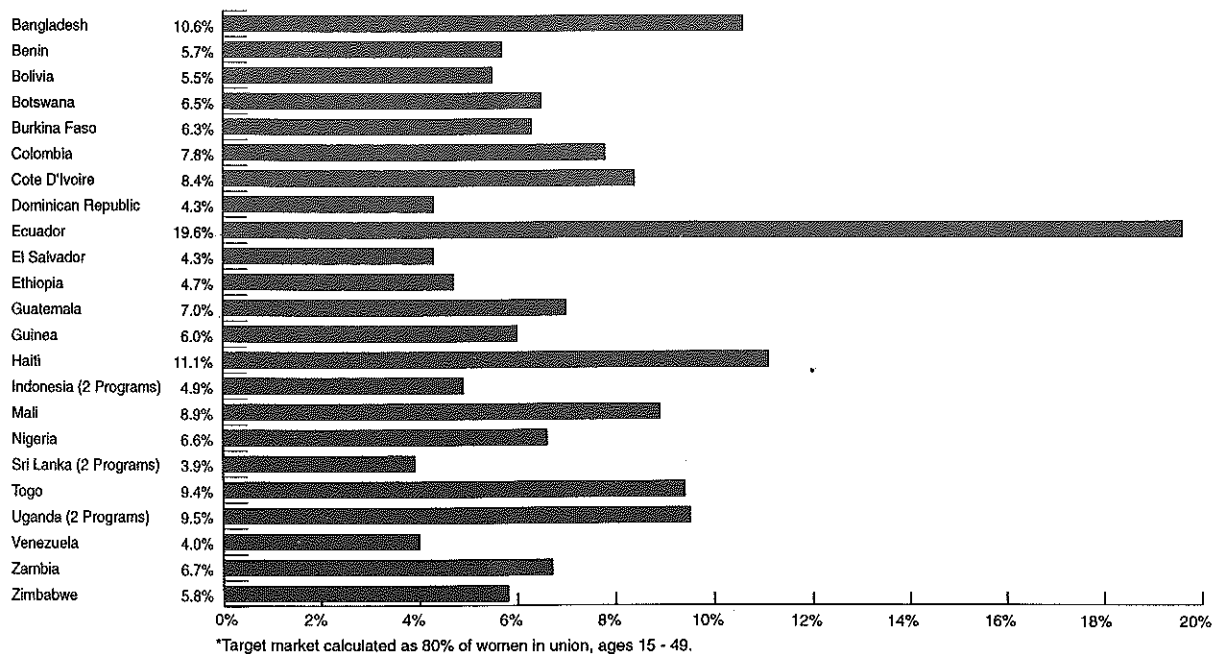
PROGRAM	REMARKS	2000 PRODUCT SALES		CYPs*	% CHANGE FROM 1999
51. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, and private support	Source: PSI			
		Condoms	5,117,882	51,179	
		Female Condoms	32,998	1,650	
		TOTAL		52,829	28%
52. SRI LANKA Sri Lanka Contraceptive Social Marketing Program, implemented by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF support	Source: FPASL			
		Condoms	8,018,286	80,183	
		Pills	804,538	57,467	
		IUDs	1,701	5,103	
		Injectables	35,487	8,872	
		Norplant	521	2,605	
TOTAL		154,230	9%		
52.1 SRI LANKA II Started by MSI in 1993.	KfW support Managed by MSI	Source: MSI Sri Lanka			
		Condoms	1,482,470	14,825	
		IUDs	1,183	3,549	
		TOTAL		18,374	16%
53. TANZANIA Started by PSI in 1993.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	19,313,280	193,133	
		Female Condoms	80,520	4,026	
		Pills	7,488	535	
		TOTAL		197,694	6%
54. TOGO Started by SOMARC in 1992, transferred to PSI in 1998.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	7,000,000	70,000	
		Female Condoms	6,021	301	
		Pills	155,028	11,073	
		Injectables	28,413	7,103	
TOTAL		88,478	18%		
55. UGANDA Started by SOMARC in 1991. Transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: PSI			
		Condoms	10,167,725	101,677	
		Pills	781,440	55,817	
		Injectables	308,040	77,010	
		TOTAL		234,504	55%
55.1 UGANDA II Started by MSI in 1997.	KfW support Managed by MSI	Source: MSI Uganda			
		Condoms	12,687,000	126,870	
		Female Condoms	127,035	6,352	
		TOTAL		133,222	8%
56. VENEZUELA Started by PROSALUD in 1992.	Commercial sector support	Source: PSI			
		Condoms	85,981	860	
		Female Condoms	1,063	53	
		Pills	2,498,851	178,489	
		IUDs	7,047	21,141	
		TOTAL		200,543	-5%
57. VIET NAM Implemented by DKT in 1993.	World Bank and KfW support	Source: DKT			
		Condoms	35,494,632	354,946	
		Pills	2,051,592	146,542	
		TOTAL		501,489	0%
ZAIRE	See Congo #18				
58. ZAMBIA Started by PSI in December 1992.	USAID and foundation support Cooperating agency: PSI	Source: PSI			
		Condoms	8,611,535	86,115	
		Female Condoms	73,013	3,651	
		Pills	445,048	31,789	
		Foaming Tablets	170,403	1,136	
		TOTAL		122,691	30%
59. ZIMBABWE Started by SOMARC in 1988, transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI			
		Condoms	9,189,015	91,890	
		Female Condoms	187,049	9,352	
		Pills	465,320	33,237	
		IUDs	304	912	
		Injectables	5,214	1,304	
TOTAL		136,695	25%		
GRAND TOTAL				23,449,567	

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .33 IUDs

Comparison of Program CYPs (For programs over 100,000 CYPs.)



CYPs As Percentage of Target Market* (For programs over 3.9%)



*Target market calculated as 80% of women in union, ages 15 - 49.