2014
CONTRACEPTIVE SOCIAL MARKETING STATISTICS

October 2015

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

CONNECT WITH US

SOCIAL MARKETING STATISTICS 2014

Highlights	2014	2013	2012
CYPs*	69.0 million	70.0 million	65.5 million

Sales – 2014

Condoms	2,266,589,271	(78 programs)	Implants	786,480	(41 programs)
Free Condoms	265,617,386	(21 programs)	Emergency Contraception (EC)	8,080,234	(33 programs)
Female Condoms	10,274,602	(24 programs)	Medical Abortion (MA)**	3,996,687	(12 programs)
Free Female Condoms	2,369,710	(10 programs)	Manual Vacuum Aspiration (MVA) Kits	7,608	(3 programs)
Pills	199,928,412	(60 programs)	Misoprostal (Miso) Tabs	11,392,728	(14 programs)
Injectables	32,875,244	(58 programs)	VFT	1,553,376	(1 program)
IUDs	2,777,340	(54 programs)			

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs (Couple Years of Protection).*

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI			
		Condoms	777,637	7,776	
		Pills	60,992	4,357	
		Injectables	11,092	2,773	
		IUDs	20,619	90,724	
		TOTAL		105,630	-60%
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID October 2010.	USAID support	Source: Futures Group			
		Condoms	9,778,036	97,780	
		Pills	1,392,916	99,494	
		Injectables	315,070	78,768	
		TOTAL		276,042	5%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI			
		Condoms	4,792,824	47,928	
		Free Condoms	412,500	2,063	
		Free Female Condoms	11,000	275	
		TOTAL		50,266	41%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID			
		Condoms	150,552,775	1,505,528	
		Pills	39,934,264	2,852,447	
		Injectables	1,485,272	371,318	
		IUDs	4,654	20,478	
		Implants	1,736	5,208	
		TOTAL		4,754,979	7%
4. BENIN Started by DKT International (DKT) and PSI in 1989; managed by PSI.	USAID and KfW support	Source: PSI			
		Condoms	8,900,949	89,009	
		Free Condoms	282,812	1,414	
		Female Condoms	6,459	323	
		Free Female Condoms	1,905	48	
		Pills	192,363	13,740	
		Injectables (2)	42,376	7,063	
		IUDs	25,601	112,644	
		Implants	17,400	52,200	
		Miso Tabs	10,986	687	
		TOTAL		277,128	7%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
5. BOLIVIA Started by Prosalud in 2003.	USAID support	Source: IPPF			
		Condoms	16,674	167	
		Pills	18,995	1,357	
		Injectables	36,333	9,083	
		Injectables (1)	803	67	
		IUDs	8,185	36,014	
		Implants	552	1,656	
		EC	617	44	
		TOTAL		48,388	NA
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMark), and Dutch government support	Source: PSI			
		Condoms	8,173,413	81,734	
		Free Condoms	5,045,000	25,225	
		TOTAL		106,959	163%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Supported by DKT	Source: DKT			
		Condoms	108,564,943	1,085,649	
		Female Condoms	365,585	18,279	
		TOTAL		1,103,929	-11%
8. BURKINA FASO Started by MSI in 2009.	Supported by MSI	Source: MSI			
		Condoms	1,278,139	12,781	
		Female Condoms	30	2	
		Pills	130,114	9,294	
		Injectables (3)	210	53	
		EC	38	3	
		TOTAL		22,132	46%
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	18,078,738	180,787	
		Female Condoms	190,370	9,519	
		Pills	2,183,257	155,947	
		Injectables (3)	831,832	207,958	
		Injectables (1)	1,641	137	
		IUDs	11,033	48,545	
		Implants	21	63	
		EC	25,560	1,826	
		TOTAL		604,781	-30%
9.1 BURMA (Myanmar) II Started by MSI in 1998.	DFID and MSI support	Source: MSI			
		Pills	3,344,100	238,864	
		Injectables (3)	700	175	
		Implants	175	525	
		EC	26,120	1,866	
		TOTAL		241,430	256%
10. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, DOD support	Source: PSI			
		Condoms	3,774,060	37,741	
		Free Condoms	1,490,040	7,450	
		Pills	8,315	594	
		Injectables	4,358	1,090	
		IUDs	424	1,866	
		Implants	943	2,829	
		TOTAL		51,569	26%
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI			
		Condoms	11,609,698	116,097	
		Pills	4,357,474	311,248	
		Injectables	248,520	62,130	
		IUDs	24,880	109,472	
		Implants	6,320	18,960	
		EC	25,630	1,831	
		Medical Abortion (MA)	188,825	321,003	
		TOTAL		940,740	-15%
12. CAMEROON Started by PSI and DKT in 1989; managed by PSI.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA support	Source: PSI			
		Condoms	30,679,071	306,791	
		Female Condoms	1,787,633	89,382	
		Pills	208,538	14,896	
		Injectables	50,976	12,744	
		IUDs	20,902	91,969	
		Implants	13,553	40,659	
		Miso Tabs	49,628	3,102	
		TOTAL		559,541	26%
13. CHILE Started by DKT in 2010.	Self-sustaining project	Source: DKT			
		Condoms	1,560,672	15,607	
		TOTAL		15,607	NA

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
14. CHINA Started by DKT in 1996.	DKT support	Source: DKT			
		Condoms	20,689,487	206,895	
		IUDs	184,059	809,860	
		EC	6,577	470	
			TOTAL	1,017,224	-2%
15. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	2,136	21	
		Pills	16,601	1,186	
		Injectables	14,214	3,554	
		IUDs	22,968	101,059	
		Implants	8,423	25,269	
			TOTAL	131,089	-95%
16. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University, DOD, UNICEF, Proctor & Gamble, World Bank, USAID, and CIDA support	Source: PSI			
		Condoms	2,286,249	22,862	
		Free Condoms	1,746,180	8,731	
		Female Condoms	105,408	5,270	
		Free Female Condoms	725,000	18,125	
		Pills	851,326	60,809	
		Injectables	138,635	34,659	
		IUDs	3,108	13,675	
		Implants	25,763	77,289	
		EC	3,189	228	
			TOTAL	241,649	-60%
16.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	DFID and DKT support	Source: DKT			
		Condoms	19,830,472	198,305	
		Pills	44,439	3,174	
		Injectables	19,285	4,821	
		IUDs	23,604	103,858	
		Implants	16,450	49,350	
		Miso Tabs	215,684	13,480	
			TOTAL	372,988	60%
17. COTE D'IVOIRE Started by PSI in 1998; now managed by AIMAS.	KFW, AFD, UNFPA, GFA and Global Fund support	Source: AIMAS			
		Condoms	21,078,541	210,785	
		Pills	2,528,763	180,626	
		Injectables	60,584	15,146	
		EC	379,400	27,100	
			TOTAL	433,657	-12%
18. COSTA RICA Started by PSI in 2002.	KfW, Global Fund, USAID, The Bergstrom Foundation, the Netherlands, Managua, and The Summit Foundation	Source: PSI			
		Condoms	1,140,178	11,402	
			TOTAL	11,402	-11%
19. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private support	Source PSI			
		Condoms	15,738,068	157,381	
		Free Condoms	1,802,345	9,012	
		IUDs	182	801	
		Implants	2,638	7,914	
			TOTAL	175,107	12%
20. EGYPT Started by DKT in 2004.	DKT support	Source DKT			
		Condoms	2,420,400	24,204	
		IUDs	400,687	1,763,023	
		EC	171,087	12,221	
		Miso tabs	6,564,660	410,291	
		VFT	1,553,376	12,945	
			TOTAL	2,222,683	-14%
21. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DOD, Dutch government support	Source: PSI			
		Condoms	2,503,344	25,033	
		Pills	39,522	2,823	
		IUDs	7,033	30,945	
		Implants	607	1,821	
		Miso Tabs	7,140	446	
			TOTAL	61,069	15%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
22. ETHIOPIA Started by DKT in 1990.	DFID, DKT support, Dutch government, and Irish government support	Source: DKT			
		Condoms	58,023,120	580,231	
		Female Condoms	31,619	1,581	
		Pills	4,001,730	285,838	
		Injectables	2,922,537	730,634	
		IUDs	387,081	1,703,156	
		Implants	34,591	103,773	
		EC	2,141,472	152,962	
		MA	311,863	530,167	
		MVA Kits	7,309	350,832	
		Miso Tabs	264,216	16,514	
			TOTAL	4,455,689	42%
22.1 ETHIOPIA II Started by PSI in 2003.	Global Fund, USAID, UNICEF, Proctor and Gamble support	Source: PSI			
		Free Condoms	35,350,933	176,755	
		Free Female Condoms	1,510	38	
		Pills	4,288	306	
		Injectables	7,577	1,894	
		Implants	559	1,677	
			TOTAL	180,670	7%
23. GHANA Started by DKT in 2010.	DKT, Dutch government, and USAID support	Source: DKT			
		Condoms	19,093,932	190,939	
		Pills	4,129,899	294,993	
		Injectables	567,000	141,750	
		IUDs	6,110	26,884	
		Implants	4,356	13,068	
		EC	445,396	31,814	
		MA	227,742	387,161	
			TOTAL	1,086,610	253%
4. GUATEMALA Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI			
		Condoms	10,331,424	103,314	
		Pills	79,071	5,648	
		Injectables (1)	62,311	5,193	
		IUDs	14,448	63,571	
		Implants	7,352	22,056	
			TOTAL	199,782	-2%
25. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	6,479,520	64,795	
		Pills	506,700	36,193	
		Injectables	159,260	39,815	
			TOTAL	140,803	4%
26. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI			
		Condoms	2,850,186	28,502	
		Pills	726,680	51,906	
		Injectables	198,340	49,585	
		IUDs	824	3,626	
			TOTAL	133,618	-2%
27. HONDURAS Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation, and private support	Source: PSI			
		Condoms	3,538,696	35,387	
			TOTAL	35,387	-2%
28. INDIA I Nirodh Deluxe and Mala-D, Mala-N (Does not include any brands listed for India II - VIII.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/14)	Source: GOI			
		Condoms	476,231,600	4,762,316	
		Pills	17,767,050	1,269,075	
			TOTAL	6,031,391	3%
28.1 INDIA II Masti and Pearl Started by PSI in 1988.	GOI, KfW, DFID, and USAID support (Calendar year data, 2014)	Source: PSI			
		Condoms	90,972,747	909,727	
		Pills	3,600,523	257,180	
		Injectables	45,469	11,367	
		IUDs	139,324	613,026	
		MA	261,680	444,856	
			TOTAL	2,236,157	-41%
28.2 INDIA III Sawan, Bliss, Milan, and Ecroz Parivar Seva Sanstha, 1988.	No report this year. Data from 2012.	Source: GOI			
		Condoms (3 brands)	44,919,000	449,190	
		Pills (Ecroz)	1,267,800	90,557	
			TOTAL	539,747	NA

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
28.3 INDIA IV Zaroor, Choice, XXX Started by DKT in 1992.	DKT support (Calendar year 2014)	Source: DKT			
		Condoms	50,496,173	504,962	
		Pills	12,913,452	922,389	
		Injectables (3)	130,164	32,541	
		IUDs	192,768	848,179	
		EC	143,309	10,236	
		MA	1,073,267	1,824,554	
		MVA Kits	90	4,320	
		TOTAL		4,147,182	44%
28.4 INDIA V Apsara, Mithun, Style Bihar-based project started by DKT/Janani in 1996.	DKT, FHI, Gates, GOI, and MSI support	Source: DKT			
		Condoms	16,215,215	162,152	
		Pills	1,290,563	92,183	
		Injectables	158,352	39,588	
		IUDs	24,627	108,359	
		EC	73,157	5,226	
		MA	359,890	611,813	
		Miso Tabs	18,120	1,133	
		TOTAL		1,020,453	50%
28.5 INDIA VI Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3 million Mala-D pills and 10 million Nirodh condoms sold by PHS.)	MSI support (Calendar year 2013)	Source: MSI			
		Condoms	81,125,264	811,253	
		Pills	6,342,169	453,012	
		Injectables	245,353	61,338	
		IUDs	54,843	241,309	
		EC	445,389	31,814	
		MA	1,098,371	1,867,231	
		TOTAL		3,465,956	4%
28.5 INDIA VII Started by World Health Partners in 2009.	Private support	Source: WHP			
		Condoms	2,007,778	20,078	
		Pills	520,530	37,181	
		IUDs	36,936	162,518	
		Injectables	24,726	6,182	
		TOTAL		225,958	-49%
28.5 INDIA VIII Started by MSI (ISM) in 2013. (Separate from India VI.)	MSI support	Source: MSI			
		Condoms	1,450,723	14,507	
		Pills	54,470	3,891	
		Injectables (3)	12,500	3,125	
		EC	14,800	1,057	
		MA	14,905	25,339	
		TOTAL		47,919	-40%
29. INDONESIA Started by DKT in 1996.	DKT and Gates support	Source: DKT			
		Condoms	118,056,124	1,180,561	
		Female Condoms	8,352	418	
		Pills	31,514,523	2,251,037	
		Injectables (3)	10,095,319	2,523,830	
		Injectables (1)	5,423,179	451,932	
		IUDs	122,812	540,373	
		Implants	3,199	9,597	
		EC	8,651	618	
		Other		8,306	
		TOTAL		6,966,671	5%
30. KENYA Started by DKT and PSI in 1989; managed by PSI.	DFID support	Source: PSI			
		Condoms	26,545,357	265,454	
		Free Condoms	63,637,269	318,186	
		Pills	2,668,680	190,620	
		Injectables	1,252,436	313,109	
		IUDs	32,949	144,976	
		Implants	343,584	1,030,752	
		TOTAL		2,263,097	117%
31. LAOS Started by PSI in 1999.	USAID (AIDSMark), Global Fund, Ministry of Health, and UN support	Source: PSI			
		Condoms	4,424,550	44,246	
		Female Condoms	53	3	
		Injectables	11,350	2,838	
		IUDs	4,585	20,174	
		Miso Tabs	98,000	6,125	
		TOTAL		73,385	35%
32. LESOTHO Started by PSI in 2001.	USAID and Dutch government support	Source: PSI			
		Condoms	2,577,996	25,780	
		Free Condoms	18,573,000	92,865	
		Female Condoms	2,309,800	115,490	
		TOTAL		234,135	47%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
33. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women's Health Project, and private foundations	Source: PSI			
		Condoms	8,188,656	81,887	
		Free Condoms	1,821,349	9,107	
		Female Condoms	46,542	2,327	
		Pills	3,728,539	266,324	
		Injectables	1,999,921	499,980	
		IUDs	27,749	122,096	
		Implants	5,513	16,539	
		EC	12,978	927	
		TOTAL		999,186	7%
34. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI			
		Condoms	14,818,792	148,188	
		Free Condoms	55,526	278	
		Female Condoms	59,730	2,987	
		Free Female Condoms	91	2	
		Pills	61,951	4,425	
		Injectables	158,513	39,628	
		IUDs	2,436	10,718	
		Implants	8,682	26,046	
		EC	23,732	1,695	
		TOTAL		233,967	29%
34.1 MALAWI II Started by MSI in 1989.	MSI, Norwegian government, DFID PFPS Grants, and Wellspring support	Source: MSI			
		Condoms	2,122,172	21,222	
		Female Condoms	27,000	1,350	
		Pills	2,275	163	
		Injectables	1,137	284	
		TOTAL		23,018	-33%
35. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands government, CIDA, and UNFPA	Source: PSI			
		Condoms	16,830,205	168,302	
		Free Condoms	72,000	360	
		Female Condoms	7,192	360	
		Pills	1,735,776	123,984	
		Injectables	292,486	73,122	
		IUDs	13,295	58,498	
		Implants	12,990	38,970	
		TOTAL		463,595	-22%
36. MEXICO Started by DKT in 2002.	DKT support	Source: DKT			
		Condoms	25,880,637	258,806	
		IUDs	70,864	311,802	
		EC	84,579	6,041	
		Miso Tabs	396	25	
		TOTAL		576,674	48%
37. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI			
		Condoms	5,127,954	51,280	
		Female Condoms	4,230	212	
		Pills	203,428	14,531	
		Injectables	37	9	
		IUDs	22,491	98,960	
		Implants	925	2,775	
		EC	126,093	9,007	
		TOTAL		176,773	16%
38. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI			
		Condoms	21,160,596	211,606	
		Free Condoms	748,656	3,743	
		Female Condoms	399,910	19,996	
		Free Female Condoms	17,918	448	
		Pills	18,372	1,312	
		IUDs	61	268	
		Implants	523	1,569	
		EC	33	2	
		Injectables	5,720	1,430	
		TOTAL		240,375	18%
38.1 MOZAMBIQUE Started by DKT in 2008.	Pathfinder, UNFPA, DKT International, and other private support	Source: DKT			
		Condoms	3,428,700	34,287	
		Pills	117,024	8,359	
		Injectables	6,460	1,615	
		IUDs	1,233	5,425	
		Implants	9,796	29,388	
		EC	55,012	3,929	
		MA	1,503	2,555	
		Miso Tabs	80,700	5,044	
		TOTAL		90,602	1%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
39. NAMIBIA Started by PSI in 1997; managed by Society for Family Health, a member of PSI's global network.	USAID, The Global Fund, US Department of Defense	Source: PSI Free Condoms Free Female Condoms	 2,901,720 76,780	 14,509 1,920	
		TOTAL		16,428	-65%
40. NEPAL Started in 1973. Nepal Contraceptive Retail Sales (CRS).	USAID and KfW support	Source: FHI360 Condoms Injectables IUDs Implants EC	 15,403,161 573,877 616 587 473,728	 154,032 143,469 2,710 1,761 33,838	
		TOTAL		335,810	NA
40.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI Condoms Pills	 1,449,587 38,882	 14,496 2,777	
		TOTAL		17,273	-17%
40.2 NEPAL III Started by PSI in 2009.	Global Fund support	Source: PSI IUDs Implants MA	 10,226 41 46,052	 44,994 123 78,288	
		TOTAL		123,406	-47%
41. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private support	Source: PSI Condoms Pills IUDs Implants	 4,274,945 28,982 9,050 300	 42,749 2,070 39,820 900	
		TOTAL		85,540	24%
42. NIGER The Association Nigerienne de Marketing Social 2006.	KfW and technical support from GFA	Source: Animas Sutura Condoms Pills	 12,015,216 396,633	 120,152 28,331	
		TOTAL		148,483	12%
43. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID, and private support	Source: PSI Condoms Free Condoms Female Condoms Pills Injectables (3) Injectables (2) IUDs Implants EC Miso Tabs	 193,521,016 5,723,200 978,168 7,725,600 1,202,077 1,019,633 107,583 34,818 1,079,985 311,400	 1,935,210 28,616 48,908 551,829 300,519 169,939 473,365 104,454 77,142 19,463	
		TOTAL		3,709,445	8%
43.1. NIGERIA II Started by DKT in 2013.	CIFF, DKT, Gates, and Hewlett support	Source: DKT Condoms Injectables (3) IUDs Implants	 16,257,024 18,900 60,780 10,640	 162,570 4,725 267,432 31,920	
		TOTAL		466,647	NA
44. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI Condoms Pills Injectables (3) Injectables (2) Injectables (1) IUDs Implants EC	 91,143,662 848,388 489,191 331,981 151,901 226,030 6,597 1,738,731	 911,437 60,599 122,298 55,330 12,658 994,532 19,791 124,195	
		TOTAL		2,300,840	-48%
44.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI Condoms Implants	 8,714,642 3,587	 87,146 10,761	
		TOTAL		97,907	19%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
44.2 PAKISTAN III Started by DKT in 2012.	DFID, DKT, and Packard support.	Source: DKT			
		Condoms	18,411,303	184,113	
		Pills	578,033	41,288	
		Injectables (3)	60,302	15,076	
		Injectables (1)	9,720	810	
		IUDs	82,700	363,880	
		Implants	1,854	5,562	
		EC	125,580	8,970	
		Miso Tabs	2,065,560	129,098	
			TOTAL	748,796	212%
45. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI			
		Condoms	4,001,388	40,014	
			TOTAL	40,014	33%
46. PARAGUAY Started by PSI in 1996.	Self-sustaining project	Source: PSI			
		Condoms	2,687,925	26,879	
		Pills	747,880	53,420	
		EC	266,063	19,005	
			TOTAL	99,304	7%
47. PERU Apoyo a Programas de Poblacion; started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO			
		Condoms	24,524,926	245,249	
			TOTAL	245,249	4%
48. PHILIPPINES Started by DKT in 1990.	Self-sustaining program	Source: DKT			
		Condoms	30,457,341	304,573	
		Pills	26,442,681	1,888,763	
		Injectables	1,365,507	341,377	
		IUDs	35,304	155,338	
			TOTAL	2,690,051	3%
49. RWANDA Started by PSI in 1993. PSI Rwanda and SFH Rwanda.	DFID, Netherlands Government, KfW, USAID, and Global Fund support	Source: PSI			
		Condoms	11,532,280	115,323	
		Pills	75,204	5,372	
		Injectables	26,428	6,607	
		Implants	1,498	4,494	
			TOTAL	131,796	-6%
50. SENEGAL Started by USAID in 1994, then spun off into ADEMAS and partnered with PSI in 2011.	KfW and USAID support	Source: PSI			
		Condoms	5,030,904	50,309	
		Pills	317,952	22,711	
		Injectables	10,061	2,515	
			TOTAL	75,535	-31%
51. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), and Government of South Africa support	Source: PSI			
		Condoms	71,053,890	710,539	
		Free Condoms	103,176,089	515,880	
		Female Condoms	286,231	14,312	
		Free Female Condoms	996,500	24,913	
			TOTAL	1,265,643	11%
52. SOUTH SUDAN Started by MSI in 2011.	DFID and UNFPA support	Source: MSI			
		Condoms	339,337	3,393	
		Female Condoms	1,060	53	
		Pills	17,403	1,243	
		Injectables	8,524	2,131	
		IUDs	940	4,136	
		Implants	2,107	6,321	
		EC	4,758	340	
			TOTAL	17,617	NA
53. SRI LANKA Started by PSI and IPPF iin 1973; now managed by Family Planning Association of Sri Lanka.	Private support	Source: FPASL			
		Condoms	9,112,854	91,129	
		Pills	2,338,497	167,036	
		Injectables	237,157	59,289	
		IUDs	76	334	
		EC	263	19	
			TOTAL	317,806	-25%
53.1 SRI LANKA II Managed by Population Services Lanka.		Source: MSI/SL			
		Condoms	5,434,183	54,342	
		Pills	34,038	2,431	
		EC	10,153	725	
			TOTAL	57,498	29%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
54. SWAZILAND	USAID (AIDSMark) and Dutch	Source: PSI			
Started by PSI in 2001.	support	Condoms	1,864,368	18,644	
		Free Condoms	6,957,072	34,785	
		Female Condoms	70,000	3,500	
		TOTAL		56,929	43%
54. TANZANIA	USAID, Global Fund,	Source: PSI			
Started by PSI in 1993.	KfW, and Dutch government support	Condoms	109,344,179	1,093,442	
		Free Condoms	5,466,466	27,332	
		Female Condoms	1,468,720	73,436	
		Pills	3,438,720	245,623	
		Injectables	10,181	2,545	
		IUDs	36,405	160,182	
		Implants	29,656	88,968	
		EC	50,240	3,589	
		Miso Tabs	1,248,352	78,022	
		TOTAL		1,773,139	-6%
55.THAILAND	DKT support	Source: DKT			
Started by DKT in 2008.		Condoms	1,006,442	10,064	
		Pills	235,820	16,844	
		IUDs	4,303	18,933	
		TOTAL		45,842	-26%
56.TOGO	USAID and Global Fund support	Source: PSI			
Started by SOMARC in 1992;		Condoms	3,536,520	35,365	
transferred to PSI in 1998.		Free Condoms	2,815,489	14,077	
		Female Condoms	24,938	1,247	
		Pills	104,262	7,447	
		Injectables	48,241	12,060	
		IUDs	622	2,737	
		Implants	5,422	16,266	
		TOTAL		89,200	-39%
57.TURKEY	DKT support	Source: DKT			
Started by DKT in 2008.		Condoms	6,085,591	60,856	
		IUDs	27,700	121,880	
		TOTAL		182,736	25%
58. UGANDA	CDC and private support	Source: PSI			
Started by SOMARC in 1991;	Cooperating agency: PSI	Condoms	2,043,630	20,436	
transferred to CMS in 1998;		Free Condoms	7,290,240	36,451	
transferred to AIDSMark in 2003.		Free Female Condoms	416,006	10,400	
		Pills	61,359	4,383	
		Injectables	30,950	7,738	
		IUDs	126,670	557,348	
		Implants	93,130	279,390	
		Miso Tabs	457,886	28,618	
		TOTAL		944,764	45%
58.1 UGANDA II	KfW support	Source: MSI			
Started by MSI in 1997.		Condoms	2,440,006	24,400	
		TOTAL		24,400	-65%
59. VIETNAM	DFID, EC, IPPF, and	Source: MSI			
Started by MSI in 1989.	DKT support	IUDs	9,080	39,952	
		MA	409,709	696,505	
		TOTAL		736,457	-5%
59.1 VIETNAM II	DKT support	Source: DKT			
Started by DKT in 1993.		Condoms	9,626,984	96,270	
		Pills	4,758,125	339,866	
		IUDs	64,548	284,011	
		EC	13,680	977	
		MA	2,880	4,896	
		MVA Kits	209	10,032	
		TOTAL		736,052	171%
60. YEMEN	KfW support	Source: MSI			
Started by MSI in 2001.		Condoms	4,500,197	45,002	
		Pills	1,186,164	84,726	
		Injectables	185,466	46,367	
		IUDs	51,190	225,236	
		Implants	378	1,134	
		TOTAL		402,464	2%

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
61. ZAMBIA Started by PSI in 1992.	USAID, UNFPA,WHP, and KfW support	Source: PSI			
		Condoms	16,332,349	163,323	
		Free Condoms	249,500	1,248	
		Female Condoms	484,232	24,212	
		Pills	1,610,781	115,056	
		Injectables	305	76	
		IUDs	6,930	30,492	
		Implants	18,590	55,770	
			TOTAL	390,177	-44%
62. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard Partnership Funds support	Source: PSI			
		Condoms	27,319,800	273,198	
		Female Condoms	1,611,340	80,567	
		Free Female Condoms	123,000	3,075	
		Pills	375,536	26,824	
		Injectables	52,794	13,199	
		IUDs	3,212	14,133	
		Implants	50,624	151,872	
		EC	104,234	7,445	
			TOTAL	570,313	38%
			GRAND TOTAL	69,058,350	

[To view reports dating back to 1991, visit our website.]

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

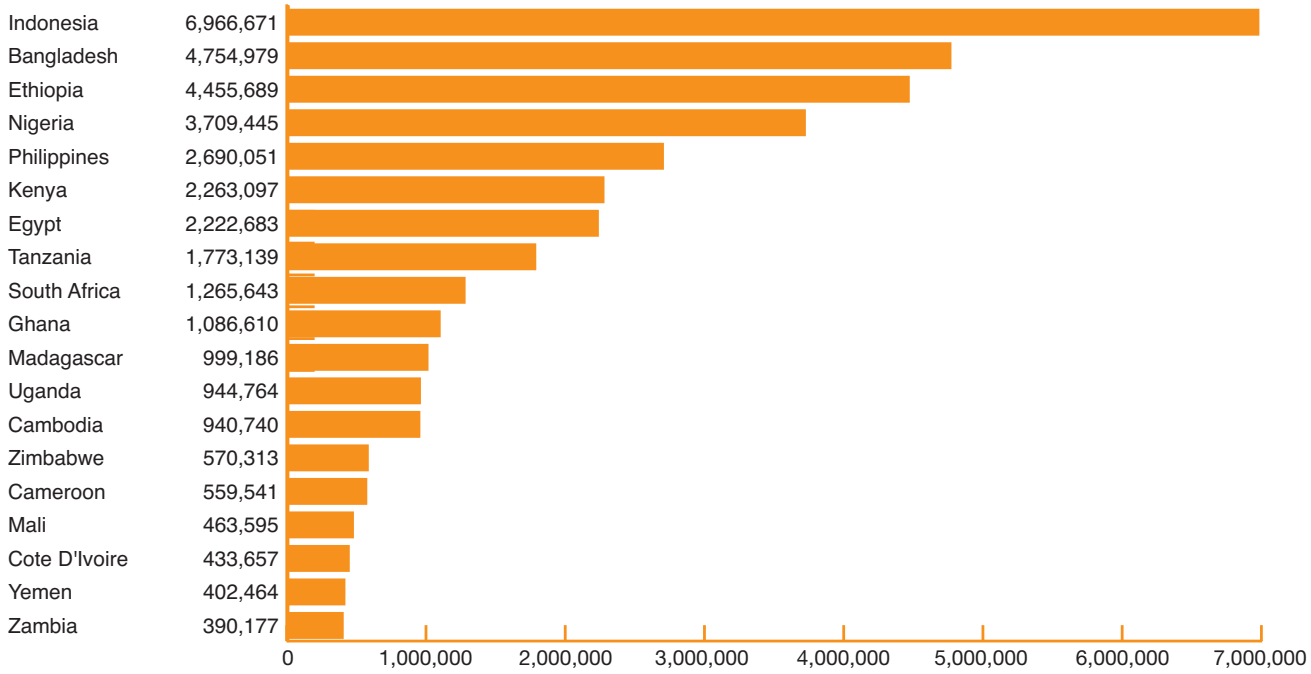
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

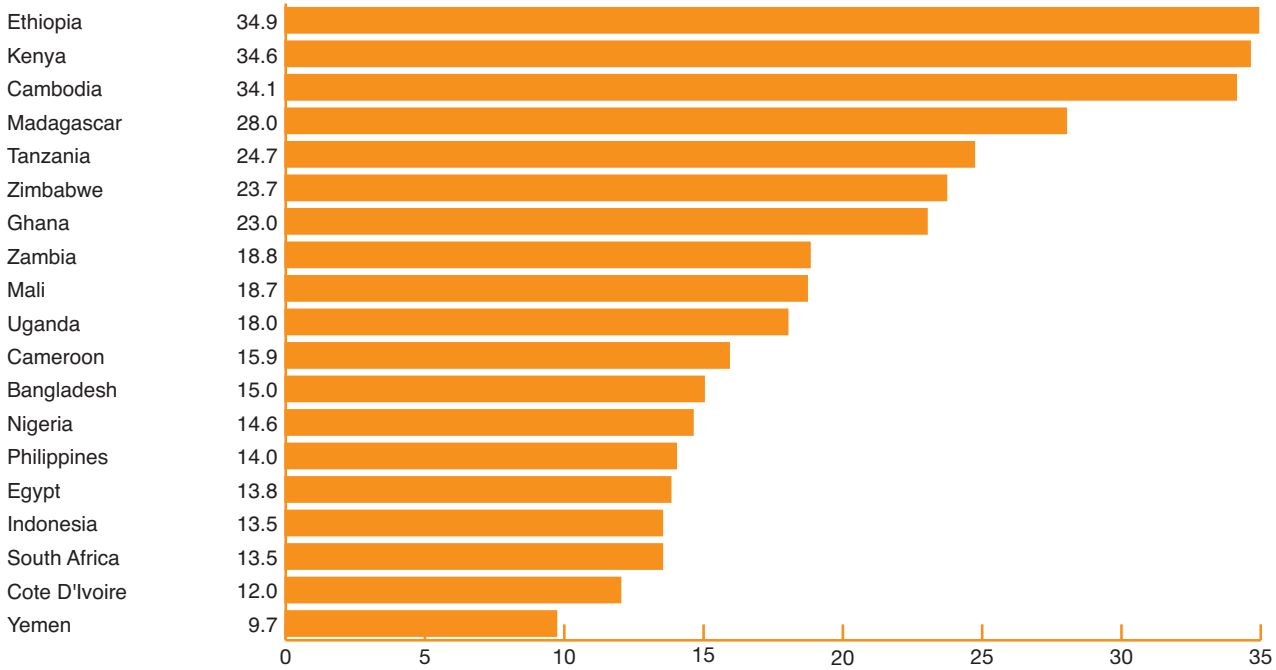
The following programs qualify for the "Best Programs" list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



* Target market calculated as 75% of women aged 15–49.