

**2001
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

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

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SOCIAL MARKETING STATISTICS 2001

Highlights

	2001	2000	1999
CYPs	26.8 million	23.4 million	20.6 million

Sales—2001

Condoms	1,381,000,000
Pills	105,850,000
IUDs	612,000
Injectables	8,722,000
Female Condoms	1,785,000

Social Marketing Program Sales

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

PROGRAM	REMARKS	2001 PRODUCT SALES		CYPs*	% CHANGE FROM 2000
1. ALBANIA Started by Population Services International (PSI) in 1995.	UNFPA support Cooperating agency: PSI	Source: PSI			
		Condoms	1,293,742	12,937	
		TOTAL		12,937	11%
1.1 ALBANIA II Started by Marie Stopes International (MSI) in 1997.		Source: MSI			
		Condoms	1,305,342	13,053	
		Pills	95,939	6,853	
		TOTAL		19,906	42%
2. ANGOLA Started By PSI in 2000.	USAID and private funding	Source: PSI			
		Condoms	3,056,400	30,564	
		TOTAL		30,564	NA
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: SMC			
		Condoms	147,931,634	1,479,316	
		Pills	28,598,141	2,042,724	
		Injectables	162,680	40,670	
		TOTAL		3,562,710	18%
4. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	6,996,606	69,966	
		Pills	90,490	6,464	
		Injectables	11,020	2,755	
		TOTAL		79,185	19%
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	4,702,572	47,026	
		Female Condoms	30,660	1,533	
		Pills	440,234	31,445	
		Injectables	97,866	24,467	
		TOTAL		104,471	8%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana and private support Cooperating agency: PSI	Source: PSI			
		Condoms	3,051,212	30,512	
		TOTAL		30,512	41%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Private and AIDSMark support	Source: DKT			
		Condoms	64,120,176	641,202	
		Female Condoms	572,278	28,614	
		TOTAL		669,816	15%
8. BURKINA FASO Started by PSI in 1991.	KIW support Cooperating agency: PSI	Source: PSI			
		Condoms	14,167,232	141,672	
		Pills	75,621	5,402	
		TOTAL		147,074	9%

* 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

PROGRAM	REMARKS	2001 PRODUCT SALES	CYPs*	% CHANGE FROM 2000	
9. BURMA (Myanmar) Started by PSI in 1996.	Private and UN support Cooperating agency: PSI	Source: PSI			
		Condoms	12,379,689	123,797	
		Pills	12,685	906	
		Injectables	12,815	3,204	
		TOTAL		127,907	62%
10. BURUNDI Started by PSI in 1994.	USAID, DFID, private and UN support Cooperating agency: PSI	Source: PSI			
		Condoms	1,018,096	10,181	
		TOTAL		10,181	NA
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, and Dutch government support Cooperating agency: PSI	Source: PSI			
		Condoms	16,394,900	163,949	
		Pills	717,460	51,247	
		Injectables	7,504	1,876	
		TOTAL		217,072	14%
12. CAMEROON Started by PSI and DKT in 1989.	USAID and KfW funding Cooperating agency: PSI	Source: PSI			
		Condoms	15,034,653	150,347	
		Pills	149,500	10,679	
		Injectables	13,425	3,356	
		TOTAL		164,382	2%
13. CENTRAL AMERICA REGIONAL (Honduras, Guatemala, Nicaragua, Belize, El Salvador, Costa Rica, Panama)	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	4,100,340	41,003	
		Female Condoms	3,921	1,533	
		TOTAL		42,536	45%
14. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, and private support Cooperating agency: PSI	Source: PSI			
		Condoms	2,560,521	25,605	
		TOTAL		25,605	20%
15. CHAD Started by PSI in 1996. Now managed by Marketing Social des Condoms au Tchad (MASOCOT)	KfW support	Source: GFA Medica			
		Condoms	3,205,449	32,054	
		TOTAL		32,054	75%
16. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	36,437,751	364,378	
		IUDs	20,090	70,315	
		Injectables	86,478	21,620	
		TOTAL		456,313	-32%
17. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	4,310,754	43,108	
		Pills	118,006	8,429	
		Foaming Tablets	122,954	820	
		IUDs	157,939	552,787	
		Injectables	364,838	91,210	
		Norplant	498	2,490	
		TOTAL		698,844	2%
		18. CONGO (Brazzaville) Project de Marketing Social, 1992.	USAID support Cooperating agency: PSI	Source: PSI	
Condoms	2,496,904			24,969	
TOTAL				24,969	63%
19. CONGO (DRC/Kinshasa) Started by PSI in 1988.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	12,105,021	121,050	
		TOTAL		121,050	16%
20. COTE D'IVOIRE Started by PSI in 1990.	KfW and USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	27,026,591	270,266	
		Pills	389,919	27,851	
		TOTAL		298,117	20%
21. DOMINICAN REPUBLIC Started by SOMARC and PROFAMILIA, 1986.	USAID support CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILIA			
		Condoms	1,806,709	18,067	
		Pills	1,366,414	97,601	
		IUDs	5,320	18,620	
		Injectables	33,157	8,289	
		Norplant	33	165	
		TOTAL		142,742	79%

* 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

PROGRAM	REMARKS	2001 PRODUCT SALES	CYPs*	% CHANGE FROM 2000
22. ECUADOR Established by SOMARC in 1986.	USAID support Managed by CEMPOLAF	Source: CEMPOLAF Condoms 1,419,577 Pills 619,378 IUDs 144,024 Injectables 20,084 TOTAL	14,196 44,241 504,084 5,021 567,542	12%
23. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS Condoms 1,923,112 Pills 467,317 IUDs 38 Injectables 4,328 TOTAL	19,231 33,380 133 1,082 53,826	-3%
24. ERITREA Started by PSI in 1996.	USAID support Cooperating agency: PSI	Source: PSI Condoms 3,707,408 TOTAL	37,074 37,074	25%
25. ETHIOPIA Implemented by DKT in 1990.	Support from Dutch government, Gates, Packard, and USAID	Source: DKT Condoms 57,718,593 Female Condoms 775 Pills 1,335,980 Injectables 288,865 TOTAL	577,186 39 95,427 72,216 744,868	26%
26. GHANA Implemented in 1986 by DANAFCO and SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF Condoms 12,139,712 Female Condoms 182,685 Pills 1,780,160 Foaming Tablets 2,501,700 IUDs 1,225 Injectables 95,380 TOTAL	121,397 9,134 127,154 16,678 4,288 23,845 302,496	20%
27. GUATEMALA Importadora de Productos Farmaceuticos, S.A., started by Juarez and Associates in 1983.	USAID support	Source: APROFAM Condoms 2,327,324 Pills 722,252 IUDs 6,066 Injectables 217,379 Norplant 961 TOTAL	23,273 51,589 21,231 54,345 4,805 155,243	-7%
28. GUINEA Started by PSI in 1990.	USAID and KfW co-funded Cooperating agency: PSI	Source: PSI Condoms 6,000,990 Pills 352,767 Injectables 87,770 TOTAL	60,010 25,198 21,943 107,151	28%
29. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Dutch government, World Bank, and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms 12,417,805 Female Condoms 36,522 Pills 120,051 Injectables 117,080 TOTAL	124,178 1,826 8,575 29,270 163,849	14%
30. HONDURAS Honduras Social Marketing Program	USAID support Managed by ASHONPLAFA	Source: USAID Condoms 856,295 Pills 209,808 TOTAL	8,563 14,986 23,549	7%
31. INDIA I (Nirodh and Mala-D) (Does not include any brands listed for India II, III, IV, or V.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/02)	Source: GOI Condoms (Nirodh) 218,130,000 Pills (Mala-D) 24,060,000 TOTAL	2,181,300 1,718,571 3,899,871	4%
31.1 INDIA II (Masti and Pearl) PSI/India, 1988. (India I total includes 16.4 million Nirodh condoms and 2.6 million Mala D pills sold by PSI/India.)	GOI, KfW, DFID, and USAID support (calendar year data)	Source: PSI Condoms (Masti) 74,328,000 Pills (Pearl) 2,924,526 TOTAL	743,280 208,895 952,175	22%
31.2 INDIA III (Sawan, Bliss, Milan, and Ecroz) Parivar Seva Sanstha, 1988.	KfW and GOI support (calendar year data)	Source: PSS Condoms (3 brands) 52,572,040 Pills (Ecroz) 1,542,339 TOTAL	525,720 110,167 635,887	24%

* 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

PROGRAM	REMARKS	2001 PRODUCT SALES		CYPs*	% CHANGE FROM 2000
31.3 INDIA IV (Zaroor and Choice) DKT/India (Bombay); 1992. (India I totals include 8.3 million Nirodh condoms and 0.4 million Mala-D pills sold by DKT/India.)	Private and GOI support (calendar year data)	Source: DKT			
		Condoms (Zaroor)	44,183,000	441,830	
		Pills (Choice)	4,693,467	335,248	
		IUDs	8,194	28,679	
		Injectables	40,764	8,879	
		TOTAL		814,636	-17%
31.4 INDIA V (Apsara and Mithun) Bihar-based project, managed by Janani, 1996. (India I total includes 19.8 million Nirodh condoms and 4.8 million Mala-D pills sold by Janani.)	Packard and GOI support (calendar year data)	Source: DKT			
		Condoms (Mithun)	26,450,000	264,500	
		Pills (Apsara)	4,170,515	297,894	
		TOTAL		562,394	30%
32. INDONESIA Blue Circle Project; implemented by BKKBN, various dates.	Project largely self-sustaining	Source: BKKBN			
		Pills	6,663,819	475,987	
		IUDs	93,172	326,102	
		Injectables	435,622	1,089,131	
		TOTAL		1,891,220	2%
32.1 INDONESIA II Started by DKT in 1996.	KfW, GOI, and Gates support Managed by DKT	Source: DKT			
		Condoms	28,825,520	288,255	
		Pills	684,260	48,876	
		Injectables	4,000,732	1,000,183	
		TOTAL		1,337,314	133%
33. JORDON Started by SOMARC in 1996.	USAID support	Source: USAID			
		Condoms	576,000	5,760	
		Pills	213,800	15,271	
		Injectables	5,957	1,489	
		TOTAL		22,520	9%
34. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI			
		Condoms	14,771,257	147,713	
		Pills	228,960	16,354	
		Injectables	38,916	9,729	
		TOTAL		173,796	24%
35. LAOS Started by PSI in 1999.	UN support Cooperating agency: PSI	Source: PSI			
		Condoms	3,109,338	31,093	
		Pills	5,000	357	
		TOTAL		31,450	29%
36. MADAGASCAR Started by SOMARC in 1996.	USAID (AIDSMARK) and private support Cooperating agency: PSI	Source: PSI			
		Condoms	6,334,490	63,345	
		Pills	534,639	38,189	
		Injectables	186,118	46,530	
		TOTAL		148,064	91%
37. MALAWI Started by PSI in 1994.	USAID and KfW support Cooperating agency: PSI	Source: PSI			
		Condoms	6,095,442	60,954	
		TOTAL		60,954	6%
38. MALAYSIA Started by DKT in 1991.	Project self-sustaining Managed by PHI consultants	Source: DKT			
		Condoms	13,731,424	137,314	
		TOTAL		137,314	27%
39. MALI Started by The Futures Group (TFG) in 1992.	USAID support Cooperating agency: TFG	Source: USAID			
		Condoms	7,782,620	77,826	
		Pills	747,512	53,394	
		Injectables	113,438	28,360	
		TOTAL		159,580	-7%
39.1 MALI II Started by PSI in 2000.	USAID and private support	Source: PSI			
		Condoms	1,593,000	15,930	
		TOTAL		15,930	NA
40. MOROCCO Started by SOMARC in 1989, transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: USAID			
		Pills	2,857,285	204,092	
		IUDs	4,314	15,099	
		Injectables	1,844	461	
		TOTAL		219,652	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

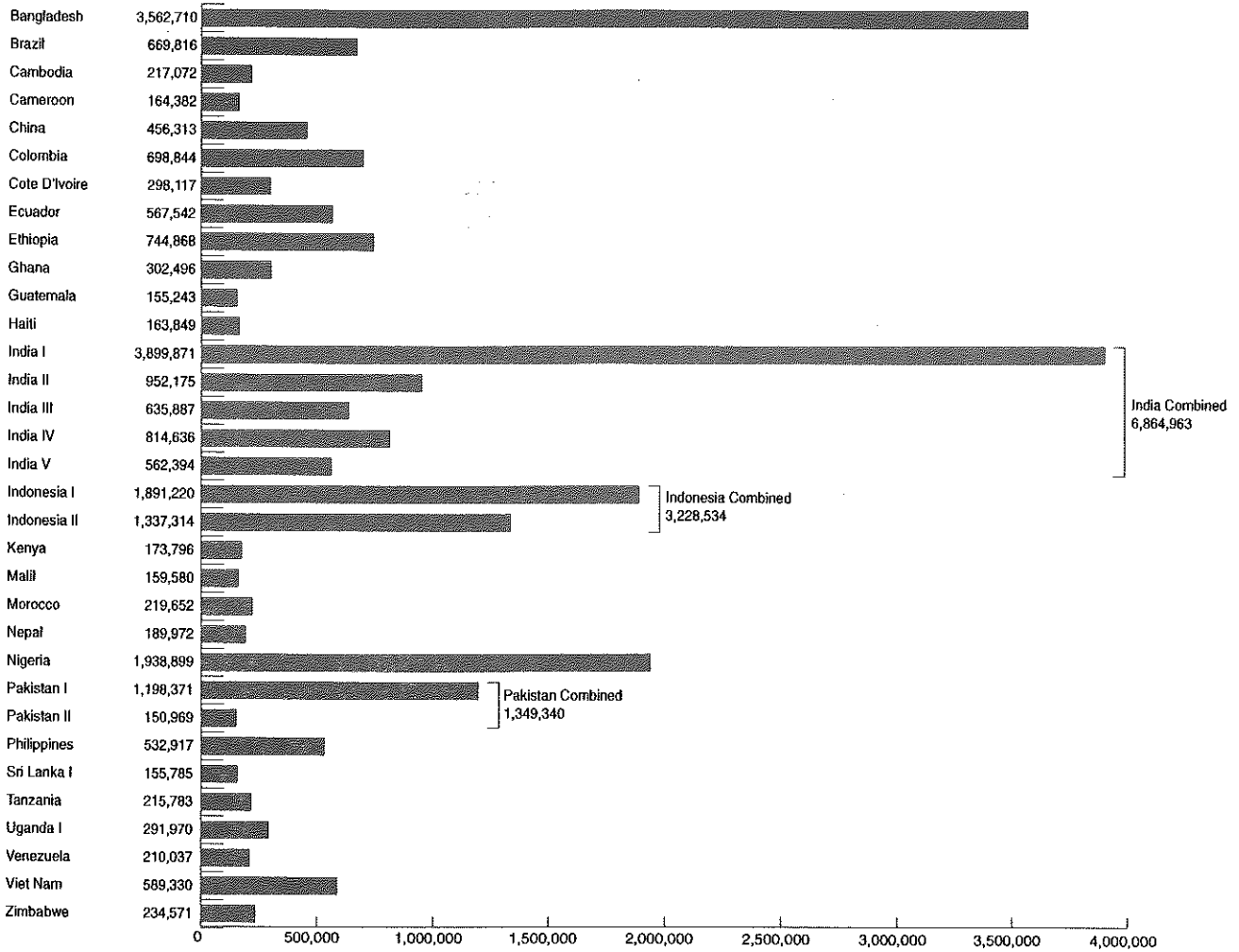
PROGRAM	REMARKS	2001 PRODUCT SALES		CYPs*	% CHANGE FROM 2000
41. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	12,036,632 3,090	120,366 155	
		TOTAL		120,521	35%
MYANMAR	See Burma, #9.				
42. NAMIBIA Started by MSI.	KIW support	Source: MSI Condoms	1,166,600	11,666	
		TOTAL		11,666	NA
43. NEPAL Nepal Contraceptive Retail Sales Corp. (CRS), started by Westinghouse Health Systems in 1976; program now private company.	CMS support	Source: CRS Condoms Pills Foaming Tablets IUDs Injectables Norplant	10,135,392 668,371 51,336 1,013 143,956 200	101,354 47,741 342 3,546 35,989 1,000	
		TOTAL		189,972	43%
44. NICARAGUA	USAID support	Source: USAID Condoms	2,568,958	25,690	
		TOTAL		25,690	80%
45. NIGERIA 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	116,309,508 3,358,481 11,943 71,515 1,142,117	1,163,095 239,892 80 250,303 285,529	
		TOTAL		1,938,899	40%
46. PAKISTAN SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates in 1986.	KIW support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI Condoms Pills IUDs Injectables	76,737,420 1,000,081 86,854 222,295	767,374 71,434 303,989 55,574	
		TOTAL		1,198,371	33%
46.1 PAKISTAN II Started by Key Social Marketing and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM Pills Injectables	1,560,518 158,011	111,466 39,503	
		TOTAL		150,969	75%
47. PARAGUAY Started by PSI in 1996.	USAID and private support	Source: PSI Condoms Female Condoms Pills	1,328,701 3,163 73,571	13,287 158 5,255	
		TOTAL		18,700	NA
48. PERU Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO Condoms IUDs	3,934,547 318	39,345 1,113	
		TOTAL		40,458	-27%
49. PHILIPPINES Implemented by DKT in 1990.	KIW and Packard support Managed by DKT	Source: DKT Condoms Pills	22,093,905 4,367,693	220,939 311,978	
		TOTAL		532,917	25%
50. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI Condoms	4,349,527	43,495	
		TOTAL		43,495	48%
51. RUSSIA Started by PSI in 1996.	USAID, DFID, and UNAIDS support	Source: PSI Condoms	1,970,537	19,705	
		TOTAL		19,705	-19%
52. RWANDA Started by PSI in 1993.	KIW, UNFPA, and private support	Source: PSI Condoms	5,014,929	50,149	
		TOTAL		50,149	51%

* 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

PROGRAM	REMARKS	2001 PRODUCT SALES	CYPs*	% CHANGE FROM 2000
53. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID Condoms 3,764,700	37,647	
		TOTAL	37,647	18%
54. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, and private support	Source: PSI Condoms 6,662,119 Female Condoms 104,186	66,621 5,209	
		TOTAL	71,830	36%
55. 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 8,364,316 Pills 810,496 IUDs 1,853 Injectables 31,051	83,643 57,893 6,486 7,763	
		TOTAL	155,785	1%
55.1 SRI LANKA II Started by MSI in 1993.	KfW support Managed by MSI	Source: MSI Sri Lanka Condoms 2,104,476	21,045	
		TOTAL	21,045	15%
56. TANZANIA Started by PSI in 1993 .	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms 20,177,856 Female Condoms 92,100 Pills 131,580	201,779 4,605 9,399	
		TOTAL	215,783	9%
57. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID support Cooperating agency: PSI	Source: PSI Condoms 7,994,304 Female Condoms 24,066 Pills 180,294 Injectables 58,682	79,943 1,203 12,878 14,671	
		TOTAL	108,695	23%
58. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: PSI Condoms 10,475,154 Pills 909,300 Injectables 489,070	104,752 64,950 122,268	
		TOTAL	291,970	25%
58.1 UGANDA II Started by MSI in 1997.	KfW support Managed by MSI	Source: MSI Uganda Condoms 11,882,220 Female Condoms 157,594	118,822 7,880	
		TOTAL	126,702	-5%
59. VENEZUELA Started by PROSALUD in 1992.	Commercial and private sector support	Source: PSI Condoms 155,933 Female Condoms 2,567 Pills 2,425,346 IUDs 9,525	1,559 1,901 173,239 33,338	
		TOTAL	210,037	5%
60. VIET NAM Implemented by DKT in 1993.	World Bank and KfW support	Source: DKT Condoms 43,119,144 Pills 2,213,950	431,191 158,139	
		TOTAL	589,330	18%
ZAIRE.	See Congo, #18.			
61. ZAMBIA Started by PSI in December 1992.	USAID and foundation support Cooperating agency: PSI	Source: PSI Condoms 10,111,582 Female Condoms 115,512 Pills 516,272 Foaming Tablets 26,400	101,116 5,776 36,877 176	
		TOTAL	143,945	17%
62. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms 15,699,140 Female Condoms 455,566 Pills 646,060 IUDs 161 Injectables 32,363	156,991 22,778 46,147 564 8,091	
		TOTAL	234,571	72%
GRAND TOTAL			26,786,100	

* 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

Comparison of Program CYPs (For programs over 150,000 CYPs.)



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

