

CONTRACEPTIVE USE

Estimating DKT's Contribution in Key Countries

PART II | An Analysis of DKT International's Contribution to Contraceptive Use in Mozambique, Pakistan, the Philippines, Senegal and Uganda



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October 2024

DKT International and Contraceptive Social Marketing

Since its inception in 1989, [DKT International](#)'s social enterprise model has supported improving access to affordable, high-quality contraceptives and safe abortion products, services, and technologies. DKT has significantly bolstered both public and private sector capacities using social marketing strategies, empowering health providers, and educating consumers across markets. Our work promotes consumer awareness of safe abortion and contraceptive products, proactively driving the uptake of contraceptive use while addressing the critical health and economic risks posed by unintended pregnancies.

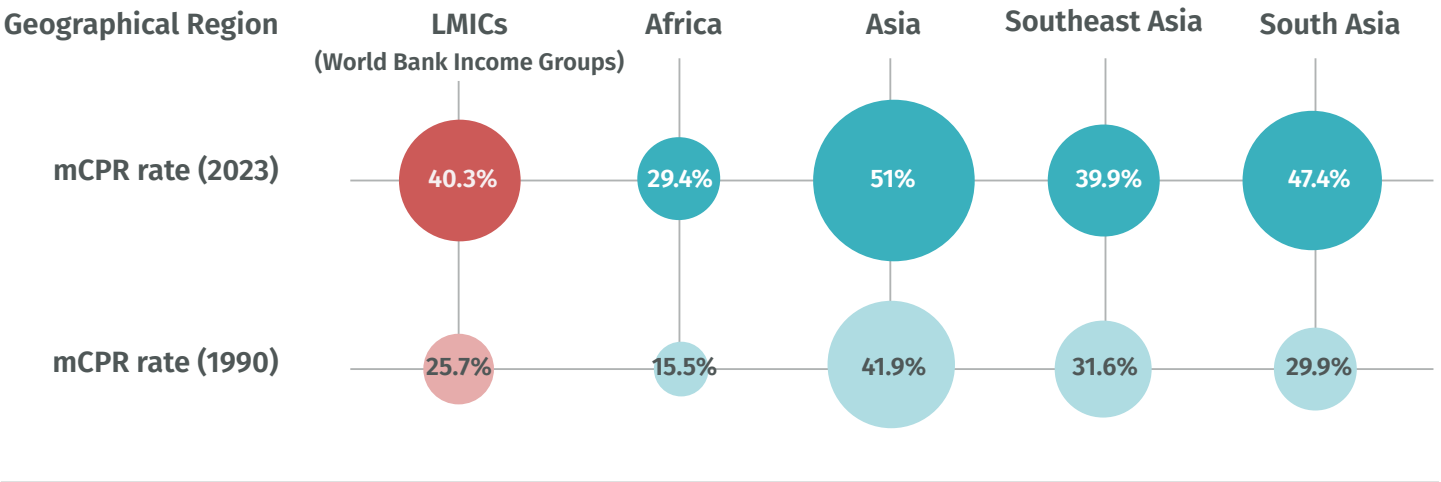
An Overview

Global Contraceptive Prevalence Rates

Global modern contraceptive prevalence rates (mCPR) [have increased over the last three decades](#) from 35% in 1990 to some 48.6% in 2023.¹ In low- and middle-income countries (LMICs), rates have followed a similar trend: from 25.7% in 1990 to 40.3% in 2023.²

In sub-Saharan Africa, the [UN predicts](#) a 60% increase in the use of modern contraceptive methods by 2030, with an additional 39 million users relative to 2020.³ In Asia, [Track 20 data](#) reveals that mCPR rates in 2023 were 39% in Southeast Asia and 47% in South Asia. The outlook for contraceptive use globally appears promising but wide disparities remain and there are numerous factors that impact the use of contraception in each market: These include substantial disruptions to supply chains, turmoil caused by recent political conflict; restrictive social norms, and the decline of donor funds dedicated to sexual and reproductive (SRH) programming.

Global and Regional mCPR rates (1990-2023) ^{4 5}



¹ United Nations Department of Economic and Social Affairs. (n.d.). Family planning indicators. United Nations. <https://www.un.org/development/desa/pd/data/family-planning-indicators>

² Track20 Country Data. <https://www.track20.org/>; United Nations Department of Economic and Social Affairs. (n.d.). Family planning indicators. United Nations <https://www.un.org/development/desa/pd/data/family-planning-indicators>

Estimating DKT's Contribution to Contraceptive Use

Given the positive trends in contraceptive prevalence, DKT International aims to more fully capture the impact of its work and understand its role in shaping markets. To do so the organization has partnered with [Dr. Ian Salas](#) and other researchers from [Johns Hopkins University](#) to analyze the impact in and contribution to contraceptive markets in several of its markets.

A first analysis [was published in January 2024](#) and examined 2022 data from six African and one Asian market: Côte d'Ivoire, the Democratic Republic of the Congo (DRC), Ethiopia, Ghana, Kenya, Indonesia, and Nigeria.

That study revealed that **DKT plays a key role in providing SRH products and services in countries where it operates.** This contribution varied, ranging from supplying 7% of contraceptive users in some of the newer markets – Kenya and Cote d'Ivoire, to 35-40% in the Democratic Republic of the Congo (DRC), Ghana, Nigeria, and Indonesia. **In some markets, DKT's contribution to additional users was found to be greater than Track 20's total number of additional users,** suggesting that DKT programs have both grown national contraceptive markets and that **an increased share of users in some markets are turning towards DKT for consistent contraceptive supply.**



A copy of that study [can be found on the DKT website.](#)

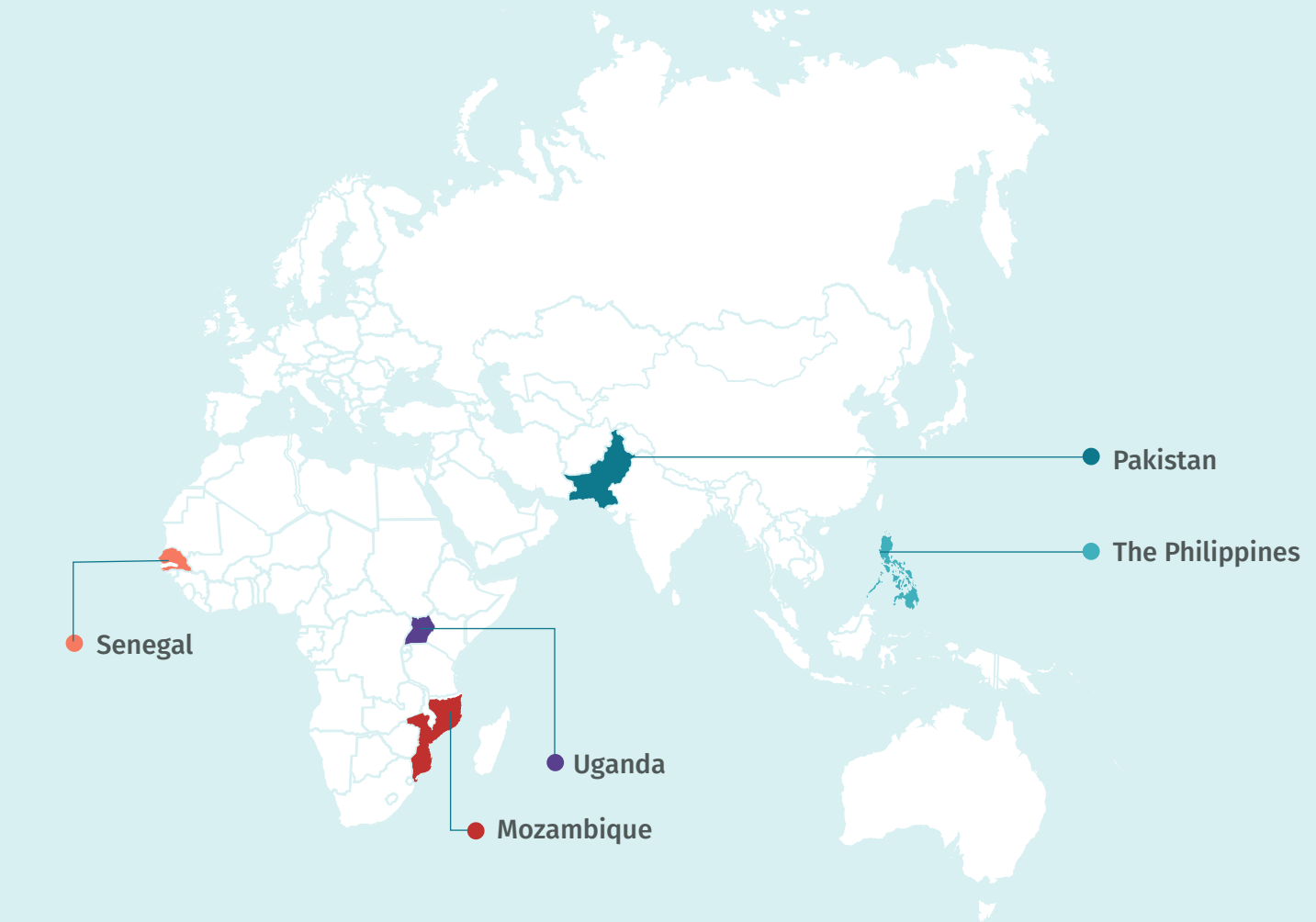
DKT sought to expand its research to more countries to gain a broader understanding of its impact on global contraceptive users and overall market growth, using the same indicators for measurement. This most recent analysis studies five additional countries: three African and two Asian markets; [Mozambique](#), [Pakistan](#), [the Philippines](#), [Senegal](#), and [Uganda](#). DKT's roots in the markets studied are highly varied, ranging from less than 10 years in operation in Uganda and Senegal to over three decades in the Philippines – one of the organization's first programs. All five markets have witnessed increases in the use of contraception by both married and unmarried women over time.

³ United Nations Department of Economic and Social Affairs, Population Division (2020). World Family Planning 2020 Highlights: Accelerating action to ensure universal access to family planning (ST/ESA/SER.A/450)

⁴ United Nations Department of Economic and Social Affairs. (n.d.). Family planning indicators. United Nations. <https://www.un.org/development/desa/pd/data/family-planning-indicators>

⁵ Track20. (n.d.). Data on family planning and reproductive health. Retrieved October 1, 2024 from <https://track20.org/>

Change in mCPR rates (contraceptive prevalence) in select DKT International markets



	Year DKT Entered the Market	mCPR When DKT Entered the Market (AW)	mCPR (2023) (AW)
Mozambique	2009	11.8% ⁶	31.5%
Pakistan	2012	16.7%	20.7%
The Philippines	1990	14.6% ⁷	25%
Senegal	2016	17%	21.2%
Uganda	2017	27.6%	34.6%

Note: AW = All Women

⁶ Government of Mozambique, Ministry of Health. Demographic and Health Survey (DHS) 2009. Maputo: Instituto Nacional de Estatística (INE), 2010.

⁷ United Nations Department of Economic and Social Affairs, Population Division. (n.d.). World Contraceptive Use. Retrieved September 26, 2024, from <https://www.un.org/development/desa/pd/data/world-contraceptive-use>

Methodology

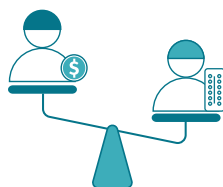
DKT routinely monitors its impact in countries using our contraceptive product sales data and corresponding couple years of protection (CYPs), a widely accepted health metric. CYPs reflect the reach and success of our contraceptive programs and help explain increases in market growth. The organization also relies on other data sources to measure our contribution to the overall trend of contraceptive use in each country. Given the organization's role in ensuring sustainable contraceptive access across low- and middle-income countries (LMICs), DKT built on previous work devising new health management information systems (HMIS)-based indicators of contraceptive uptake, which have been widely used by NGOs and local governments across sub-Saharan Africa and Asia since 2018. This methodology of estimating Net Contraceptive Uptake (NCU) continues to gain recognition.

The approach serves as a valuable tool for monitoring the impact of SRH programs, relying on product sales and consumption data. The methodology incorporates standard CYP adjustment factors for short-acting methods (EC, pills, condoms, injectables, diaphragms) and CYP-consistent continuation rates for long-acting reversible contraceptives (IUDs and implants) to estimate the total number of contraceptive clients in a given period in a 3-step process:



Step 1:

Calculate “total program clients” in each country for each year (number of women using modern contraception obtained, in this case, from DKT).



Step 2:

Compare “total program clients” to the “total users” of contraception in each country for each year (total users calculated independently by Track20 Team at Avenir. Health)



Step 3:

Estimate program contribution to the total percentage of actual use of modern contraception in each country for each year.

Findings

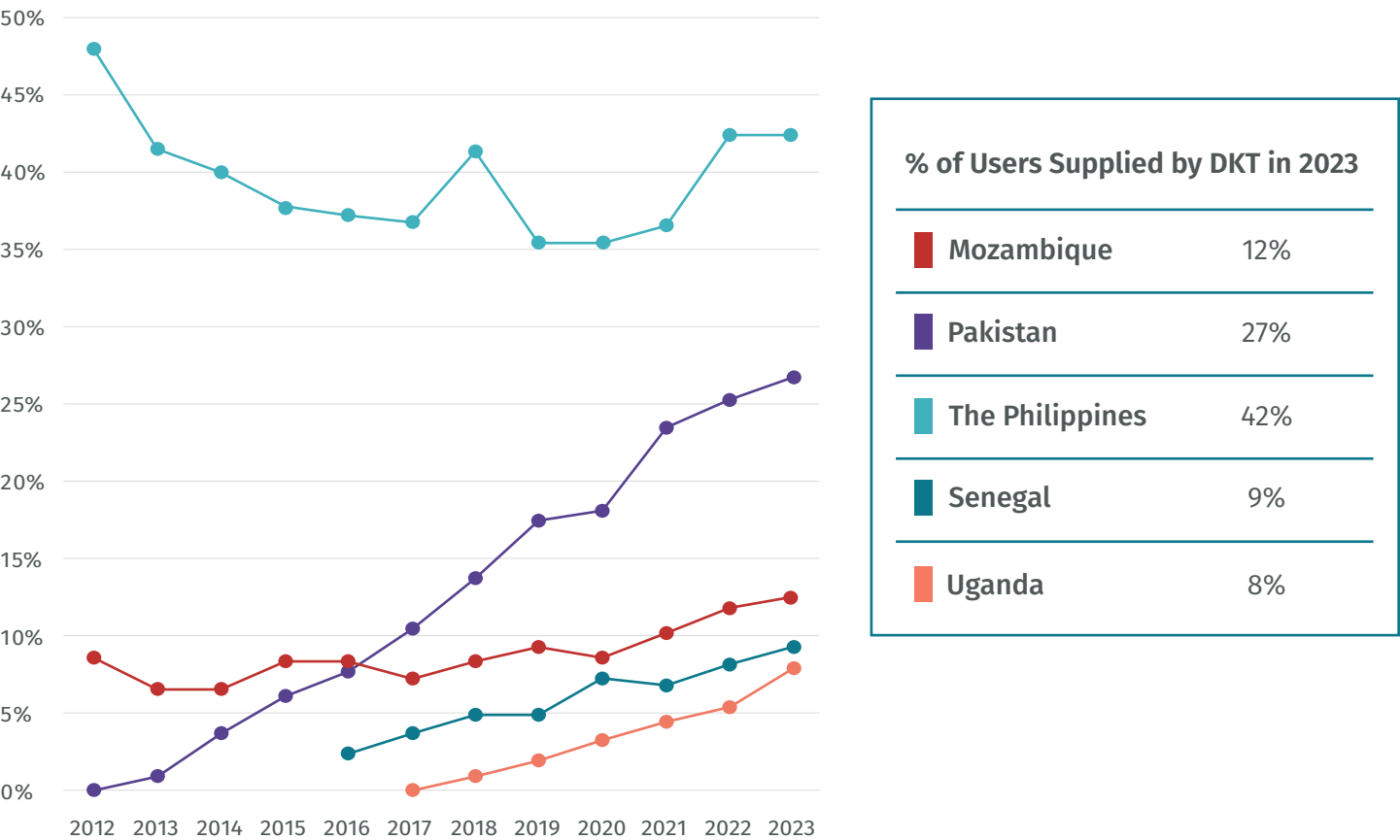
Estimating DKT’s Contribution in Mozambique, Pakistan, The Philippines, Senegal, and Uganda (2012-2023)

DKT International’s Impact on Total Contraceptive Users Supplied

DKT’s estimated contribution to contraceptive prevalence in the five analyzed countries is significant. The organization’s initiatives in the Philippines, Pakistan and Mozambique are the most established of the five markets and all three had substantial long-term gains in overall contraceptive use over time. In the Philippines, where DKT has been operating since 1990, the contribution is especially notable: Track 20 data estimates there were approximately 7.5 million contraceptive users in the Philippines in 2023. **DKT analysis revealed that 42% of those users obtained their products or services from DKT Philippines.**

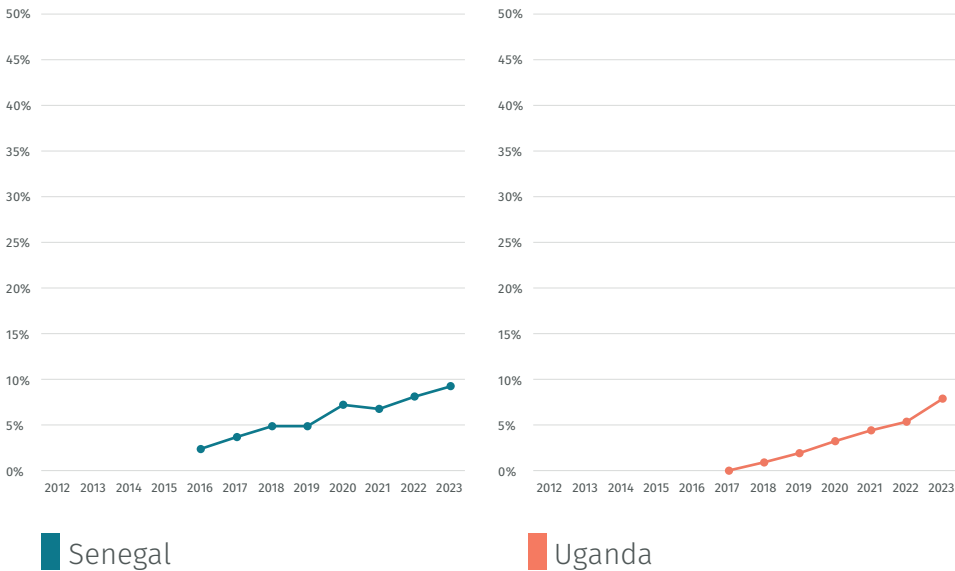
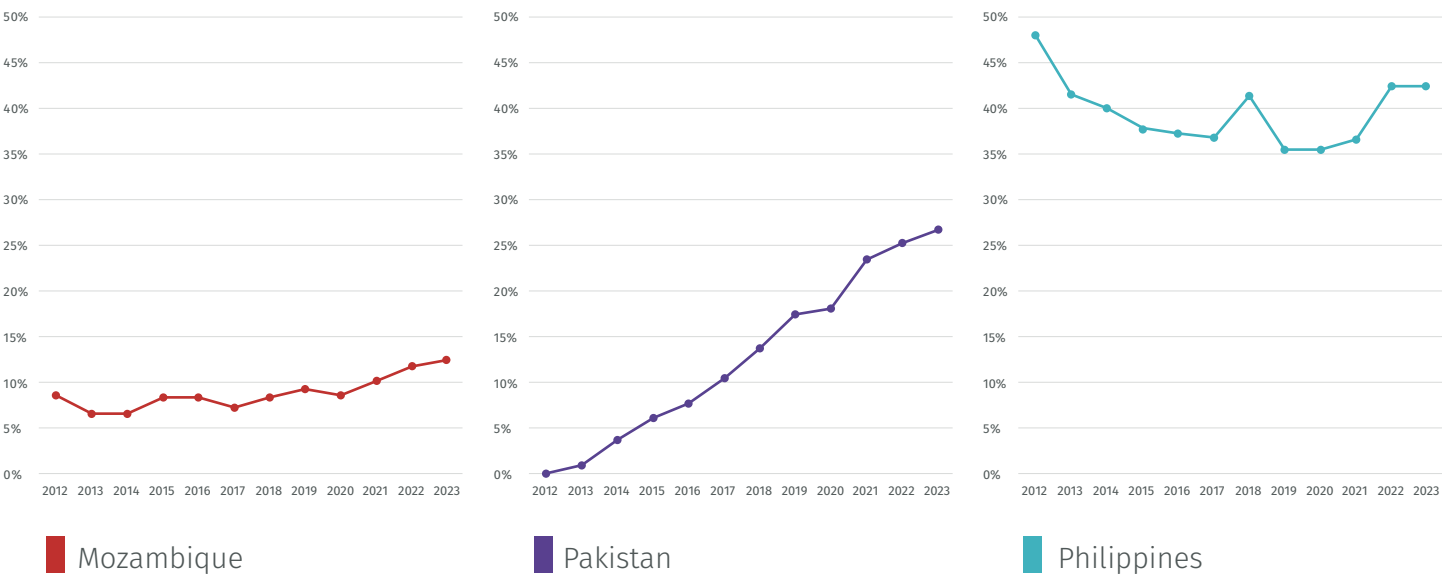
The graph below demonstrates DKT’s market share of contraceptive users for the select countries by year:

Percentage of Total Contraceptive Users Supplied by DKT International (2012 - 2023)



DKT's Contribution to Overall Market Growth

DKT is responsible for a substantial portion of the contraceptive market growth in the newly analyzed markets. In Pakistan, the organization's share of users across the total contraceptive market is an estimated 27%. Since launching operations in Pakistan, DKT has brought roughly 3.3 million new clients into the market, accounting for 76% of the 4.4 million additional clients, according to Track 20 data. In Mozambique the organization provides approximately 12% of all contraception in the country while the newer DKT programs in Senegal and Uganda provide less than 10% each. Data further revealed a correlation between the duration of DKT's programs and impact; the longer a program has been around, the more it is able to contribute to both the overall number of long-term and new contraceptive users.





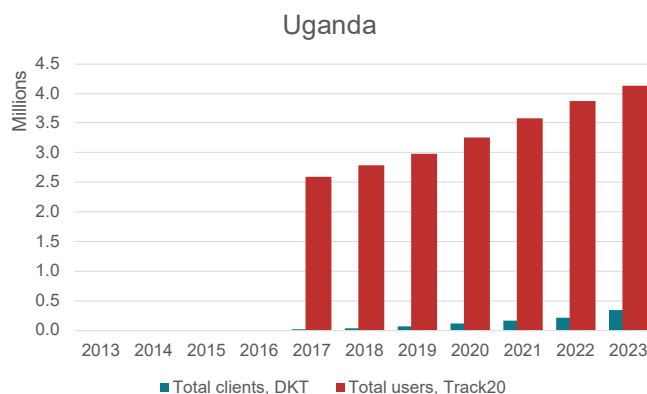
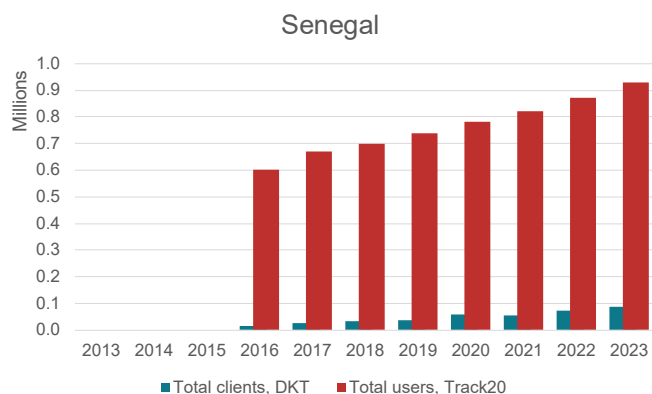
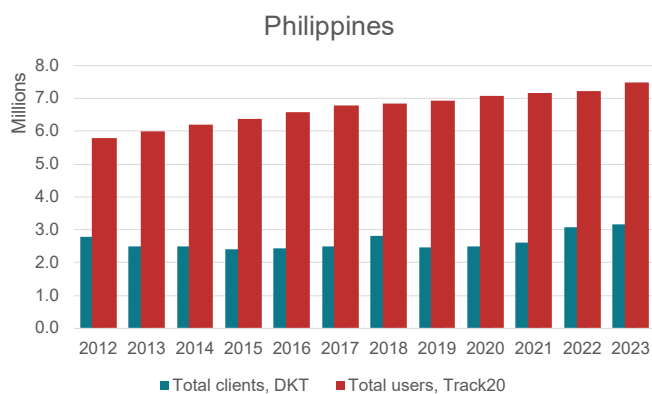
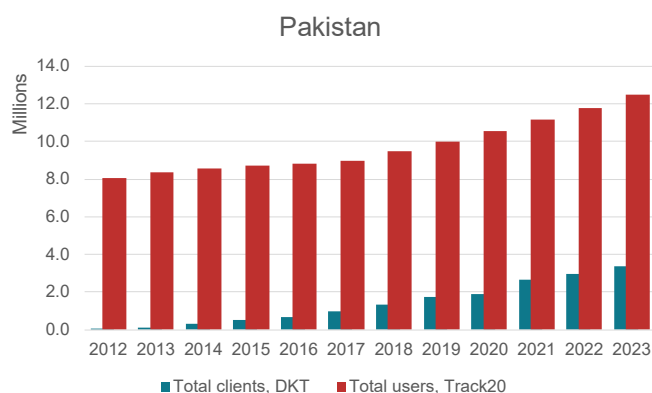
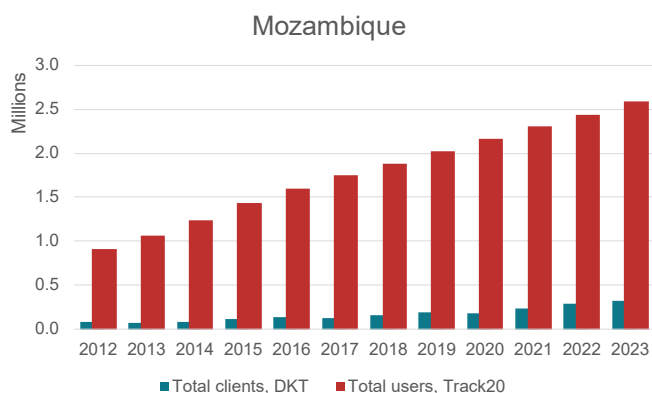
Using Track 20 and FP2030 data, researchers further compared the incremental number of additional clients served by DKT each year against the number of additional contraceptive users overall from the same baseline year.

The table below reflects the estimated number of additional clients served by DKT up to 2023, the total estimated additional users, and the percentage of users served by DKT.

DKT Additional Clients and Total Additional Users since Baseline Year up to 2023

Country	Baseline	DKT Additional Clients	Total Additional Users (Track 20 Data)	% Additional Users Supplied by DKT
Mozambique	2012	241,865	1,680,000	14%
Pakistan	2012	3,331,272	4,410,000	76% ⁸
The Philippines	2012	402,737	1,700,000	24%
Senegal	2016	71,884	330,000	22%
Uganda	2017	333,361	1,540,000	22%

DKT's client growth is benchmarked against the overall increase in contraceptive users in each country. This comparison contextualizes the growth rate of clients served by DKT in relation to the overall growth of the total market (total contraceptive users in the country served by the public and private sectors) by measuring the total number of clients DKT has served since entering the respective markets vs. the number of users Track 20 measured in those same markets. The following graphs demonstrate how DKT's market share has kept pace with total market growth in the majority of markets studied.



Client Use of Long Acting Reversible Contraception (LARCs)

Long-acting reversible contraceptives (LARCs) are crucial in developing markets because they help address a significant unmet need for effective family planning. In low- and middle-income countries, many women lack access to reliable contraception, leading to high rates of unintended pregnancies, unsafe abortions, and maternal mortality. LARCs, such as intrauterine devices (IUDs) and contraceptive implants, offer a long-term, cost-effective solution that is easier to maintain and has higher efficacy compared to other contraceptive methods.



In several markets, researchers found that DKT had a direct impact on increasing the usage of LARCs. Research revealed that 82% or around 2.7 million of DKT Pakistan’s 3.3 million clients in 2023 were LARC clients; some of these clients were due to IUD sales to NGOs and the government. Outside of Pakistan, 41% of all DKT’s clientele in Senegal and 48% of clients in Mozambique in 2023 were LARC clients.

DKT International’s LARC clientele since Baseline Year up to 2023

Country	Baseline Year	# of LARC clients (DKT) (baseline year)	# of LARC clients (DKT) 2023	% of LARC clientele/ total DKT Clients in 2023
Mozambique	2012	28,059	153,399	48%
Pakistan	2012	2,631	2,764,688	82% ⁸
The Philippines	2012	122,501	226,062	7%
Senegal	2017	1,854	35,666	41%
Uganda	2018	1,340	11,258	3%

⁸ Some of the LARC sales in Pakistan have been to the Pakistani government and local NGO

Conclusion

DKT International's strategic focus on contraceptive social marketing has significantly expanded access to modern contraceptives across numerous low- and middle-income countries (LMICs) since its founding. Through rigorous monitoring and evaluation of its programmatic impact, **DKT has consistently demonstrated its ability to address unmet need for contraception, particularly in developing markets.**

The organization's efforts in regions like sub-Saharan Africa and South Asia **have contributed not only to a marked increase in contraceptive use, but also to overall market growth**, as evidenced by the high percentage of additional contraceptive users attributable to DKT's programs. The utilization of innovative methodologies allows DKT to measure its influence with greater precision, further establishing its role as a key player in the field of sexual and reproductive health. As DKT continues to adapt and scale its efforts, its work will remain critical in sustaining progress toward global family planning goals and reducing the health and economic burdens associated with unintended pregnancies.





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