

2020 Contraceptive Social Marketing Statistics



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Courtesy of
DKT International
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Report Explanation

Since the early 1990s, DKT has collected sales data from contraceptive social marketing programs around the globe to publish the Contraceptive Social Marketing (CSM) Statistics report. These include sales data that are primarily sold to the private sector, including pharmacies, clinics, supermarkets, and myriad shops. However, some programs also sell products to other NGOs and the public sector; where relevant, the CYPs of such sales have been discounted. Programs that generate fewer than 10,000 CYPs in a given year have either been omitted or, where relevant, combined with other programs; these are noted where applicable. Where relevant, program clinical service provision data has been deducted from product sales to avoid double counting.

How We Calculate CYPs

A CYP, which stands for “Couple Years of Protection,” is a common family planning metric and represents the amount of contraception one couple must use to prevent pregnancy over a 1-year period. To calculate CYPs from sales data, we assign contraceptive products different CYP conversion factors based on the expected amount of time the product will be used before replacement. Therefore, we multiply or divide the number of units of each product sold by their respective converter to estimate CYPs. The following conversion factors are used across this report. Sales made to governments and NGOs are heavily discounted.

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

Method	Conversion Factor	Method	Conversion Factor	Method	Conversion Factor
Condom	÷100	1-month Injection	÷12	MVA kits	×25
Free Condom	+200	Emergency Contraception	÷16	Misoprostol	÷12
Female Condom	+100	3-year Implant	×2.5	Mifepristone	+ .67
Free Female Condom	+200	4-year Implant	×3.2	MVA single	+ .04
Pill cycles	÷14	5-year Implant	×3.8	Vaginal Foaming Tablets	+120
3-month Injection	÷4	IUDs	×4.4	Vaginal Contraceptive Film	+120
2-month Injection	÷6	MA combipack	×1.7		

SOCIAL MARKETING STATISTICS 2020

Highlights	2020	2019	2018
Couple Years of Protection (CYPs)	81.6 million	89.3 million	88.4 million
Sales – 2020			
Condoms	1,472,934,069 (87 programs)	Manual Vacuum Aspiration (MVA) Kits	87,771 (36 programs)
Free Condoms	82,591,004 (14 programs)	Cannulae	212,630 (14 programs)
Female Condoms.....	932,876 (13 programs)	Misoprostal (Miso) Tabs	26,153,771 (42 programs)
Free Female Condoms	463,235 (7 programs)	Mifepristone	36,452 (2 programs)
Pills.....	196,327,386 (66 programs)	Vaginal Foaming Tablets.....	3,127,056 (1 program)
Combined Injectables.....	28,739,652 (89 programs)	MVA Singles.....	64,413 (2 programs)
IUDs	5,089,356 (81 programs)	Cycle Beads.....	39,291 (6 programs)
Combined Implants	1,167,774 (81 programs)	Diaphragms	1,435 (2 programs)
Emergency Contraception (EC) ...	24,307,862 (66 programs)	Vaginal Contraceptive Film.....	56,874 (1 program)
Medical Abortion (MA)	7,224,423 (37 programs)		

Donor Acknowledgement

The generosity of many donors enables these social marketing programs to provide reproductive health products at scale. These donors include Association Camerounaise pour le Marketing Social (ACMS), Bergstrom Foundation, Bill & Melinda Gates Foundation (BMGF), Centers for Disease Control and Prevention (CDC), Children's Investment Fund Foundation (CIFF), David and Lucile Packard Foundation, Foreign, Commonwealth and Development Office (FCDO), DKT International, Department of Defense, Gates Philanthropy Partners (GPP), Global Fund, Government of Canada, Government of India, Government of the Netherlands, William and Flora Hewlett Foundation, International Planned Parenthood Federation (IPPF), KfW Group (KfW), MSI Reproductive Choices (MSI), Maverick, Nationale Postcode Loterij, Population Services International (PSI), Swedish International Development Cooperation Agency (Sida), United Nations Population Fund (UNFPA), United Nations Office for Project Services (UNOPS), United States Agency for International Development (USAID), Vodafone, West African Health Organization (WAHO), and various anonymous donors. For the most up-to-date information on which donors support which programs, we invite you to contact those programs directly.

Social Marketing Program Sales

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

Program	Information Source	Product Sales	CYPs
1. Afghanistan (1) Started by the Communication for Behavior Change; Expanding Access to Private Sector Health Project and Services in Afghanistan (COMPRI-A) Project in October 2010.	ASMO	Condoms Injectables (3) Pills Total	8,901,228 343,360 1,358,676 271,901
2. Afghanistan (2) Started DKT in 2020.	DKT	Condoms IUDs Injectables (3) Pills EC Total	99,999 29,000 20,000 144,000 40,000 146,386
3. Angola Started by Population Services International (PSI) in 2000.	PSI	Condoms IUDs Implants (5) Pills EC Miso Tabs Total	862,344 338 1,642 9,772 82,900 252,768 43,293
4. Argentina Started by DKT in 2017. CYPs have been discounted.	DKT	MVA Kits Cannulae Total	4,470 50,840 111,750
5. Bangladesh (1) Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	SMC	Condoms IUDs Implants (5) Injectables (3) Pills EC Total	157,584,927 7,704 3,819 3,654,254 52,250,278 2,245,970 6,410,358
6. Bangladesh (2) Started by MSI in 1988.	MSI	CombiPack/PAC Total	13,300 22,610

Program	Information Source	Product Sales	CYPs	
7. Benin (1) Started by DKT and PSI in 1989.	PSI	Condoms	4,401,734	44,017
		Free Condoms	561,600	2,808
		Female Condoms	5,473	55
		IUDs	29,099	128,036
		Implants (3)	594	1,485
		Implants (5)	55,700	211,660
		Injectables (2)	35,921	5,987
		Injectables (3)	26,392	6,598
		Pills	252,867	18,062
		Miso Tabs	282,760	23,563
		MA	1,681	2,858
		Diaphragms	124	124
		Total	445,252	
8. Benin (2) Started by DKT in 2017. CYPs have been discounted.	DKT	Condoms	1,401,120	14,011
		IUDs	3,565	15,686
		Implants (3)	300	750
		Injectables (3)	6,200	1,550
		EC	92,986	5,812
		MVA Kits	510	12,750
		Miso Tabs	110,880	9,240
		MA	1,880	3,196
			Total	62,995
		9. Bolivia (1) Started in DKT in 2017.	DKT	Condoms
Female Condoms	1,800			18
IUDs	4,100			18,040
EC	4,500			281
MVA Kits	300			7,500
	Total			29,300
10. Bolivia (2)	IPPF	Condoms	24,554	246
		Free Condoms	31,257	156
		IUDs	12,437	54,723
		Implants (3)	24	60
		Implants (5)	14,241	54,116
		Injectables (1)	2,096	175
		Injectables (2)	13,345	2,224
		Injectables (3)	18,752	4,688
		Pills	10,375	741
		EC	258	16
		MVA Kits	1,535	38,375
		Miso Tabs	7,119	593
		MA	373	634
			Total	156,747
11. Brazil Started by DKT in 1991. CYPs have been discounted. Sales also include Colombia, Ecuador, and Paraguay.	DKT	Condoms	141,643,926	1,416,439
		Female Condoms	3,542	35
		IUDs	81,937	360,523
		MVA Kits	7,519	187,975
		Cannulae	41,985	1,964,972
			Total	1,964,972
12. Burkina Faso Started by DKT in 2016. CYPs have been discounted.	DKT	Condoms	1,385,280	13,853
		IUDs	4,355	19,162
		Injectables (3)	1,200	300
		EC	9,550	597
		MVA Kits	1,026	25,650
		Miso Tabs	324,480	27,040
		MA	13,590	23,103
			Total	109,705
13. Burundi Started by PSI in 1990.	PSI	Condoms	3,439,170	34,392
		Free Condoms	656,928	3,285
		IUDs	653	2,873
		Implants (5)	1,091	4,146
		Injectables (3)	35,354	8,839
		Pills	22,152	1,582
		EC	4,719	295
		Miso Tabs	1,690	141
			Total	55,552
		14. Cambodia Started by PSI in 1994.	PSI	Condoms
IUDs	21,670			95,348
Implants (5)	7,145			27,151
Injectables (3)	273,221			68,305
Pills	5,682,398			405,886
EC	86,456			5,404
MA	298,658			507,719
	Total			1,199,384

Program	Information Source	Product Sales	CYPs
15. Cameroon (1) Started by PSI and DKT in 1989.	PSI	Condoms Female Condoms Free Female Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills EC Miso Tabs MA	161,333 893 1 58,634 13,603 15,477 12,578 4,188 927 8,645 74,508
		Total	350,786
16. Cameroon (2) Started by DKT in 2016. CYPs have been discounted.	DKT	Condoms IUDs EC MVA Kits Miso Tabs MA	64,604 33,920 (2,226) 41,450 21,738 34,238
		Total	193,724
17. Cameroon (3)	PPSAC - OCEAC	Condoms	221,467 221,467
18. Central African Republic	PPSAC - OCEAC	Condoms	27,238 27,238
19. Chad	PPSAC - OCEAC	Condoms	47,076 47,076
20. Chile Started by DKT in 2010.	DKT	Condoms Female Condoms IUDs Injectables (3)	667 6,575 440 20,000
		Total	27,681
21. China (1) Started by MSI in 2003.	MSI	MVA	1,608,350 1,608,350
22. China (2) Started by DKT in 1996.	DKT	Condoms	54,777 54,777
23. Costa Rica Started by PSI in 2002.	PSI	Condoms	15,128 15,128
24. Cote d'Ivoire (1) Started by DKT in 2017. CYPs have been discounted.	DKT	Condoms IUDs Injectables (3) EC MVA Kits Miso Tabs	44,569 62,106 600 2,920 47,900 40,800
		Total	198,895
25. Cote d'Ivoire (2) Started by PSI in 1998.	PSI	Free Condoms Free Female Condoms IUDs Implants (3) Implants (5) Injectables (2) Injectables (3) Pills Miso Tabs	212 20 27,540 45,508 41,614 407 13,243 1,162 3
		Total	129,708
26. Democratic Republic of Congo (Kinshasa) Started by DKT in 2009. CYPs have been discounted. Includes the Republic of Congo (Brazzaville).	DKT	Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills EC MVA Kits Miso Tabs MA	132,758 1,257,674 513,110 328,233 99,626 50,026 60,080 52,000 54,269 57,805
		Total	2,605,581
27. Democratic Republic of Congo	PPSAC - OCEAC	Condoms	99,362 99,362
28. Dominican Republic	Society for Family Health (SFH) - PSI	Condoms	49,593 49,593

Program	Information Source	Product Sales	CYPs	
29. Ecuador	CEMOPLAF	Condoms	116,035	1,160
		IUDs	421	1,852
		Implants (5)	1,494	5,677
		Injectables (3)	8,060	2,015
		Pills	288	21
		EC	821	51
		Miso Tabs	1,626	136
		Total		10,912
30. Egypt Started by DKT in 2004. Sales also include Bahrain. CYPs have been discounted.	DKT	Condoms	4,833,408	48,334
		IUDs	324,901	1,432,644
		EC	352,638	22,040
		VFT	3,127,056	26,059
		Total		1,529,077
31. El Salvador Founded by PSI/El Salvador (PASMO) in 1998.	PSI	Condoms	3,821,408	38,214
		IUDs	2,431	10,696
		Implants (5)	3,350	12,730
		Injectables (1)	19	2
		Injectables (3)	1	0
		Pills	48,136	3,438
		Miso Tabs	35,028	2,919
		Total		68,000
32. Ethiopia (1) Started by DKT in 1990. CYPs have been discounted.	DKT	Condoms	42,108,216	421,082
		Female Condoms	14,127	141
		IUDs	235,831	1,037,656
		Implants (3)	18,800	47,000
		Injectables (3)	3,185,240	796,310
		Pills	5,676,727	405,481
		EC	4,292,333	268,271
		MVA Kits	4,177	104,425
		Cannulae	7,445	
		Miso Tabs	186,192	15,516
		MA	344,356	585,405
		Total		3,681,287
		33. Ethiopia (2) Started by PSI in 2003.	PSI	Free Condoms
Free Female Condoms	7,300			37
Total				16,100
34. Ethiopia (3) Started by MSI in 1991.	MSI	IUDs	2,555	11,242
		Implants (3)	245	613
		Implants (4)	140	448
		Implants (5)	160	608
		Injectables (3)	5,761	1,440
		EC	359,690	22,481
		CombiPack/PAC	51,045	86,777
		Total		123,608
35. Gabon Started by DKT in 2017.	DKT	Condoms	1,744,362	17,444
		Implants (3)	1,350	3,375
		Total		20,819
36. Ghana (1) Started by DKT in 2011. CYPs have been discounted.	DKT	Condoms	18,433,636	184,336
		IUDs	32,702	143,889
		Implants (3)	2,405	6,013
		Implants (5)	22,039	83,748
		Injectables (1)	1,190	99
		Injectables (3)	275,097	68,774
		Pills	1,383,304	98,807
		EC	3,131,591	195,724
		MVA Kits	2,434	60,850
		MA	130,388	221,660
		Total		1,063,901
37. Ghana (2) Started by PSI in 2016.	TFHO - PSI	Injectables (3)	799,604	199,901
		Pills	1,417,152	101,225
		Total		301,126
38. Guatemala (1) Started by PSI in 1998.	PSI	Condoms	9,771,776	97,718
		IUDs	2,303	10,133
		Implants (5)	1,150	4,370
		Injectables (1)	35,791	2,983
		Pills	106,061	7,576
		EC	1,760	110
		Miso Tabs	134,960	11,247
		Total		134,136

Program	Information Source	Product Sales	CYPs
39. Guatemala (2) Started by DKT in 2014.	DKT	Condoms IUDs MVA Kits Cannulae	1,045,935 2,440 1,000 8,000
CYPs have been discounted.		Total	46,195
40. Guinea Started by DKT in 2017.	DKT	Condoms IUDs EC MVA Kits Miso Tabs MA	2,168,000 2,580 7,800 497 19,200 3,840
CYPs have been discounted.		Total	54,073
41. Haiti Started by DKT in 1990. Turned over to PSI in 1991.	PSI	Free Condoms IUDs Implants (3) Injectables (3) Pills EC	31,948,944 245 24 418 756 3
		Total	161,041
42. Honduras (1) Started by PSI in 1998.	PSI	Condoms IUDs Implants (3) Injectables (3)	2,845,328 421 894 20
		Total	32,546
43. Honduras (2)	Ashonplafa	Condoms IUDs Implants (3) Implants (5) Injectables (1) Injectables (3) Pills	1,073,783 7,651 848 1,889 129,412 46,981 1,495,744
		Total	183,069
44. India (1) Started by DKT in 1996. Managed by Janani. (Apsara, Mithun, Style)	DKT	Condoms IUDs Injectables (3) Pills EC MVA Kits Cannulae Miso Tabs Mifepristone MA	30,290,628 101,095 271,164 2,337,645 41,878 2,746 256 823,920 28,770 1,611,510
CYPs have been discounted.		Total	3,881,260
45. India (2) Started by PSI in 1988; now India Pvt Ltd. (Masti and Pearl)	PSI	IUDs Injectables (3) Pills EC	100,960 44,951 638,265 99,618
		Total	507,278
46. India (3), LLC	PSI	Condoms IUDs Injectables (3) Pills EC MA	14,478,946 45,872 78,242 2,975,801 5,824 846,148
		Total	2,017,560
47. India (4) Started by DKT in 1992. Managed by DKT India.	DKT	Condoms IUDs Injectables (3) Pills EC MVA Kits Cannulae Miso Tabs MA	82,463,551 197,403 198,267 14,671,367 211,636 990 9,013 800,832 2,425,977
CYPs have been discounted.		Total	7,019,604

Program	Information Source	Product Sales	CYPs
48. Indonesia Started by DKT in 1996. CYPs have been discounted.	DKT	Condoms IUDs Implants (4) Injectables (1) Injectables (3) Pills EC MVA Kits Miso Tabs	142,215,694 697,101 1,108 3,591,020 5,661,140 26,855,181 93,324 314 208,334
		Total	8,156,755
49. Kenya (1) Started by DKT and PSI in 1989. Managed by PSI.	PSI	Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills EC Cycle Beads	25,870,152 29,030 109,003 12,116 497,826 3,659,039 11,578 23,608
		Total	1,091,522
50. Kenya (2) Started by DKT in 2016. CYPs have been discounted.	DKT	Condoms IUDs Implants (3) Injectables (3) EC MVA Kits Cannulae Miso Tabs MA	12,344,844 10,474 6,080 54,595 135,740 806 888 374,172 39,871
		Total	325,978
51. Kenya (3) Started by MSI in 1986.	MSI	Injectables (3) EC CombiPack/PAC	138,243 90 33,963
		Total	92,303
52. Laos Started by PSI in 1999.	PSI	Condoms IUDs Implants (3) Injectables (3) Pills Miso Tabs MA	2,627,942 3,572 10,285 11,424 20,155 284,884 853
		Total	97,195
53. Liberia (1) Started by DKT in 2018. CYPs have been discounted.	DKT	Condoms IUDs Implants (3) Injectables (3) Pills EC MVA Kits Miso Tabs MA	1,024,470 15,737 5,700 16,664 234,570 37,160 3,389 389,680 27,390
		Total	280,742
54. Madagascar (1) Started by SOMARC in 1996, now managed by PSI.	PSI	Condoms Free Condoms IUDs Implants (3) Injectables (3) Pills Miso Tabs Cycle Beads	1,308,288 8,737,536 4,080 27,381 2,344,919 2,846,953 1,182,596 11,284
		Total	1,031,308
55. Malawi (1) Started by PSI in 1994.	PSI	Condoms Free Condoms Female Condoms Free Female Condoms IUDs Implants (3) Implants (4) Implants (5) Injectables (3) Pills EC	7,829,040 1,503,181 33,109 98,052 2,311 9,168 18,076 24,964 122,280 127,579 50,348
		Total	315,252

Program	Information Source	Product Sales	CYPs	
56. Malawi (2)	MSI	Condoms	1,105,770	11,058
		EC	15,000	938
		CombiPack/PAC	1,381	2,348
		Total		14,343
57. Mali (1) Started by PSI in 2000.	PSI	Free Condoms	70,700	354
		IUDs	16,069	70,704
		Implants (3)	6,099	15,248
		Implants (5)	55,592	211,250
		Injectables (3)	53,548	13,387
		Pills	7,135	510
		Miso Tabs	69,932	5,828
		Cycle Beads	67	
		Total		317,279
58. Mali (2) Started by DKT in 2017. CYPs have been discounted.	DKT	Condoms	10,289,016	102,890
		IUDs	4,365	19,206
		Implants (3)	5,938	14,845
		Injectables (3)	339,250	84,813
		EC	103,680	6,480
		MVA Kits	579	14,475
		Miso Tabs	276,480	23,040
		MA	2,360	4,012
		Total		269,761
59. Mali (3) Started by Palladium in 2015. Keneye Jemu Kan (KJK) Social Marketing.	Mali Palladium	Condoms	6,011,434	60,114
		Female Condoms	2,920	29
		Injectables (1)	104,060	8,672
		Pills	142,160	10,154
		Total		78,969
60. Mexico Started by DKT in 2002. CYPs have been discounted. Sales also include Costa Rica, Dominican Republic, El Salvador, and Honduras	DKT	Condoms	45,962,669	459,627
		Female Condoms	6,758	68
		IUDs	284,730	1,252,812
		Implants (3)	2,959	7,398
		Implants (5)	2,923	11,107
		Injectables (1)	21,556	1,796
		Pills	39	3
		EC	908,846	56,803
		MVA Kits	6,323	158,075
		Cannulae	30,081	
		Miso Tabs	306,720	25,560
		Mifepristone	7,682	5,147
		MA	510	867
		VCF	56,874	473
		Total		1,979,736
61. Mongolia Started by MSI in 2000.	MSI	Condoms	5,567,162	55,672
		IUDs	37,499	164,996
		Implants (3)	6,277	15,693
		Implants (4)	16	51
		Injectables (3)	26,323	6,581
		Pills	193,893	13,850
		EC	103,678	6,480
		CombiPack/PAC	28,231	47,993
		MVA	79	1,975
		Total		313,289
		62. Mozambique (1) Started by PSI in 1995.	PSI	IUDs
Implants (3)	6,922			17,305
Implants (5)	55,340			210,292
Injectables (3)	373,674			93,419
Pills	236,065			16,862
EC	27			2
Total				423,345
63. Mozambique (2) Started by DKT in 2008. CYPs have been discounted.	DKT	Condoms	4,550,184	45,502
		IUDs	6,220	27,368
		Implants (3)	2,785	6,963
		Implants (5)	13,895	52,801
		Injectables (3)	38,423	9,606
		Pills	542,937	38,781
		EC	99,343	6,209
		MVA Kits	8	200
		Miso Tabs	173,010	14,418
		MA	98,790	167,943
		Total		369,790

Program	Information Source	Product Sales	CYPs	
64. Myanmar (1) Started by PSI in 1996.	PSI	Condoms	8,037,850	80,379
		Free Female Condoms	35,225	176
		IUDs	948	4,171
		Implants (3)	5,139	12,848
		Injectables (3)	370,135	92,534
		Pills	5,228,416	373,458
		EC	5,675	355
		Total		563,920
65. Myanmar (2) Started by DKT in 2014. CYPs have been discounted.	DKT	Condoms	9,802,494	98,025
		IUDs	23,948	105,371
		Implants (4)	34,463	110,282
		Injectables (3)	416,828	104,207
		Pills	1,382,808	98,772
		EC	1,873,937	117,121
		MVA Kits	2,978	74,450
		Cannulae	18,123	
		Miso Tabs	721,933	60,161
		Total		768,389
		66. Myanmar (3) Started by MSI in 1998.	MSI	Implants (3)
Implants (4)	5			16
Implants (5)	31			118
Injectables (3)	50			13
Pills	4,165,282			297,520
EC	11,525			720
CombiPack/PAC	5,144			8,745
Total				307,139
67. Nepal (1) Started in 1973 by Nepal Contraceptive Retail Sales (CRS).	Nepal CRS Company	Condoms	9,081,546	90,815
		IUDs	957	4,211
		Implants (5)	1,546	5,875
		Injectables (3)	831,180	207,795
		Pills	1,283,577	91,684
		EC	229,128	14,321
		Total		414,701
68. Nepal (2) Started by PSI in 2009.	PSI	IUDs	7,168	31,539
		Implants (5)	3,034	11,529
		Injectables (3)	9,135	2,284
		Pills	32,379	2,313
		EC	5,196	325
		MA	89,066	151,412
		Total		199,402
69. Nicaragua Started by PSI in 1998.	PSI	Condoms	4,869,160	48,692
		IUDs	4,701	20,684
		Implants (3)	3,985	9,963
		Injectables (1)	28	2
		Pills	44,350	3,168
		Miso Tabs	66,471	5,539
		Total		88,048
70. Niger (1)	PSI	IUDs	836	3,678
		Implants (3)	22,848	57,120
		Implants (5)	8,713	33,109
		Injectables (3)	127,122	31,781
		Pills	297,307	21,236
		Miso Tabs	8,420	702
		Total		147,626
71. Niger (2) Includes tenders.	DKT	IUDs	51,300	225,720
		Total		225,720
72. Niger (3)	KFW	Condoms	14,752,800	147,528
		Pills	669,480	47,820
		Total		195,348
73. Nigeria (1) Started by DKT in 2013. CYPs have been discounted.	DKT	Condoms	135,491,616	1,354,916
		IUDs	199,869	879,424
		Implants (3)	2,819	7,048
		Injectables (3)	976,652	244,163
		Pills	7,296,230	521,159
		EC	1,569,460	98,091
		MVA Kits	23,483	587,075
		Miso Tabs	6,722,320	560,193
		MA	241,290	410,193
		Diaphragms	1,311	1,311
		Total		4,663,573

Program	Information Source	Product Sales	CYPs	
74. Nigeria (2)	PSI	IUDs	21,403	94,173
		Implants (5)	21,417	81,385
		Injectables (3)	273	68
		Pills	3,817	273
		EC	89	6
		Miso Tabs	2,076,024	173,002
		Cycle Beads	84	
		Total		348,906
75. Nigeria (3) Started by PSI and DKT in 1988-90; now managed by Society for Family Health with technical assistance from PSI.	SFH - PSI	IUDs	2,196	9,662
		Implants (3)	11,384	28,460
		Implants (5)	7,373	28,017
		Injectables (1)	46	4
		Injectables (2)	11,675	1,946
		Injectables (3)	27,655	6,914
		Pills	139,718	9,980
		EC	361	23
		Cycle Beads	4	
		Total		85,006
76. Pakistan (1) Started by DKT in 2012. CYPs have been discounted. DKT was the sole importer of IUDs in Pakistan in 2020. All IUDs provided via private and public.	DKT	Condoms	30,007,605	300,076
		Female Condoms	100	1
		IUDs	835,392	3,675,725
		Implants (5)	11,137	42,321
		Injectables (1)	28,098	2,342
		Injectables (3)	252,162	63,041
		Pills	1,457,453	104,104
		EC	108,010	6,751
		MVA Kits	3,069	76,725
		Miso Tabs	3,900,510	325,043
Total		4,596,126		
77. Pakistan (2) Started by PSI in 1986. Managed by Greenstar. DKT was the sole importer of IUDs in Pakistan in 2020. All IUDs provided via private and public sector and NGOs were imported by DKT.	Greenstar - PSI	Condoms	83,425,917	834,259
		IUDs	214,991	945,960
		Implants (5)	75	285
		Injectables (1)	(921)	(77)
		Injectables (2)	14,522	2,420
		Injectables (3)	221,468	55,367
		Pills	708,347	50,596
		EC	1,203,275	75,205
		Miso Tabs	1,750,870	145,906
		Total		2,109,922
78. Pakistan (3) Started by PSI. DKT was the sole importer of IUDs in Pakistan in 2020. All IUDs provided via private and public sector and NGOs were imported by DKT.	PSI	Condoms	60,358,333	603,583
		IUDs	138,181	607,996
		Injectables (1)	31,047	2,587
		Injectables (2)	68,992	11,499
		Injectables (3)	509,159	127,290
		Pills	1,956,822	139,773
		EC	1,169,352	73,085
		Total		1,565,813
79. Panama (1) Started by DKT in 2017. CYPs have been discounted.	DKT	Condoms	99,168	992
		MVA Kits	1,125	28,125
		Cannulae	11,950	
		Total		29,117
80. Panama (2) Started by PSI in 1996.	PSI	Condoms	1,718,520	17,185
		Total		17,185
81. Paraguay Started by PSI in 1996.	PSI	Condoms	3,613,386	36,134
		Pills	741,125	52,938
		EC	350,777	21,924
		Total		110,995
82. Peru Started by DKT in 2018.	DKT	Condoms	241,200	2,412
		Female Condoms	1,998	20
		IUDs	3,260	14,344
		MVA Kits	825	20,625
		Cannulae	4,702	
		Total		37,401
83. Philippines Started by DKT in 1990. CYPs have been discounted.	DKT	Condoms	27,926,200	279,262
		IUDs	99,985	439,934
		Injectables (3)	722,913	180,728
		Pills	28,087,275	2,006,234
		MVA Kits	873	21,825
		Total		2,927,983

Program	Information Source	Product Sales	CYPs
84. Rwanda Started by PSI in 1993. Managed by PSI Rwanda and SFH Rwanda.	SFH - PSI	Condoms Free Condoms Injectables (3) Pills Total	18,986,440 1,800 21,250 124,130 204,052
85. Saudi Arabia Started by DKT in 2018.	DKT	IUDs Total	30,000 132,000
86. Senegal (1) Started by USAID in 1994, then spun off into ADEMAs and partnered with PSI in 2011.	ADEMAs - PSI	Condoms Injectables (3) Pills Total	2,655,168 68,446 622,512 88,128
87. Senegal (2) Started by DKT in 2016. CYPs have been discounted. Sales also include Gambia, Guinea-Bissau. and Mauritania.	DKT	Condoms IUDs Injectables (3) EC MVA Kits Miso Tabs MA Total	5,725,880 59,935 600 13,500 1,540 96,520 1,440 370,958
88. Sierra Leone CYPs have been discounted.	DKT	Condoms IUDs Implants (3) Injectables (3) Pills EC MVA Kits Miso Tabs MA Total	447,257 4,015 2,805 8,385 207,975 134,401 477 103,996 4,627 82,960
89. Somalia Managed through DKT Kenya. CYPs have been discounted.	DKT	IUDs Implants (3) Injectables (3) EC Miso Tabs Total	3,250 6,920 2,800 640 6,480 32,880
90. South Africa	PSI	Condoms IUDs Pills EC Miso Tabs Total	37,898,064 730 1,263 413,068 100,000 416,433
91. Sri Lanka (1) Managed by Population Services Lanka (PSL).	MSI/PSL	Condoms Injectables (1) Pills EC Total	5,372,785 30,935 111,293 120,996 71,818
92. Sri Lanka (2) Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	FPA Sri Lanka	Condoms Free Condoms IUDs Implants (5) Injectables (3) Pills EC Total	8,162,135 734,976 1,481 1,104 272,727 1,808,890 1,153,381 365,482
93. Swaziland Started by PSI in 2001.	PSI	Free Condoms Female Condoms Total	12,447,014 113,007 63,365
94. Tanzania (1) Started by PSI in 1993.	PSI	Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills EC Total	22,517,986 15,261 14,364 19,194 8,856 36,861 12 406,023

Program	Information Source	Product Sales	CYPs
95. Tanzania (2) Started by DKT in 2015. CYPs have been discounted.	DKT	Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills EC MVA Kits Miso Tabs Total	7,542,141 11,540 18 18 1,421 616,766 508,166 3,835 1,877,728 454,833
96. Tanzania (3)	MSI	CombiPack/PAC Total	41,450 70,465
97. Tanzania (4)	T-MARC	Condoms Pills Total	12,875,976 1,034,664 202,665
98. Thailand Started by DKT in 2008. CYPs have been discounted.	DKT	Condoms IUDs MVA Kits Cannulae Total	3,744 5,399 566 5,818 37,943
99. Togo Started by DKT in 2018. CYPs have been discounted.	DKT	Condoms IUDs Injectables (3) EC MVA Kits Miso Tabs MA Total	1,943,424 2,756 1,800 70,400 502 226,080 6,145 78,247
100. Turkey Started by DKT in 2008.	DKT	Condoms IUDs EC Total	3,999,691 65,250 155,968 336,845
101. Uganda (1) Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	PSI	Condoms IUDs Implants (3) Implants (5) Injectables (3) Pills Miso Tabs MA Total	2,840,616 143,952 65,823 54,645 118,688 81,475 507,346 10,413 1,129,476
102. Uganda (2) Started by MSI in 1997.	MSI	Condoms Pills EC CombiPack/PAC Total	3,282,836 47,560 416,045 131,969 286,576
103. Uganda (3) Started by DKT in 2017. CYPs have been discounted.	DKT	Condoms Free Condoms IUDs Injectables (3) EC MVA Kits Miso Tabs MA Total	7,769,782 1,022,862 10,510 5,200 752,038 305 236,340 30,101 255,850
104. Uganda (4)	PACE - PSI	Free Condoms Free Female Condoms Total	21,619,242 42,030 108,306
105. Uruguay	DKT	Condoms Female Condoms IUDs MVA Kits Cannulae Total	836,352 3,264 416 11 101 10,502

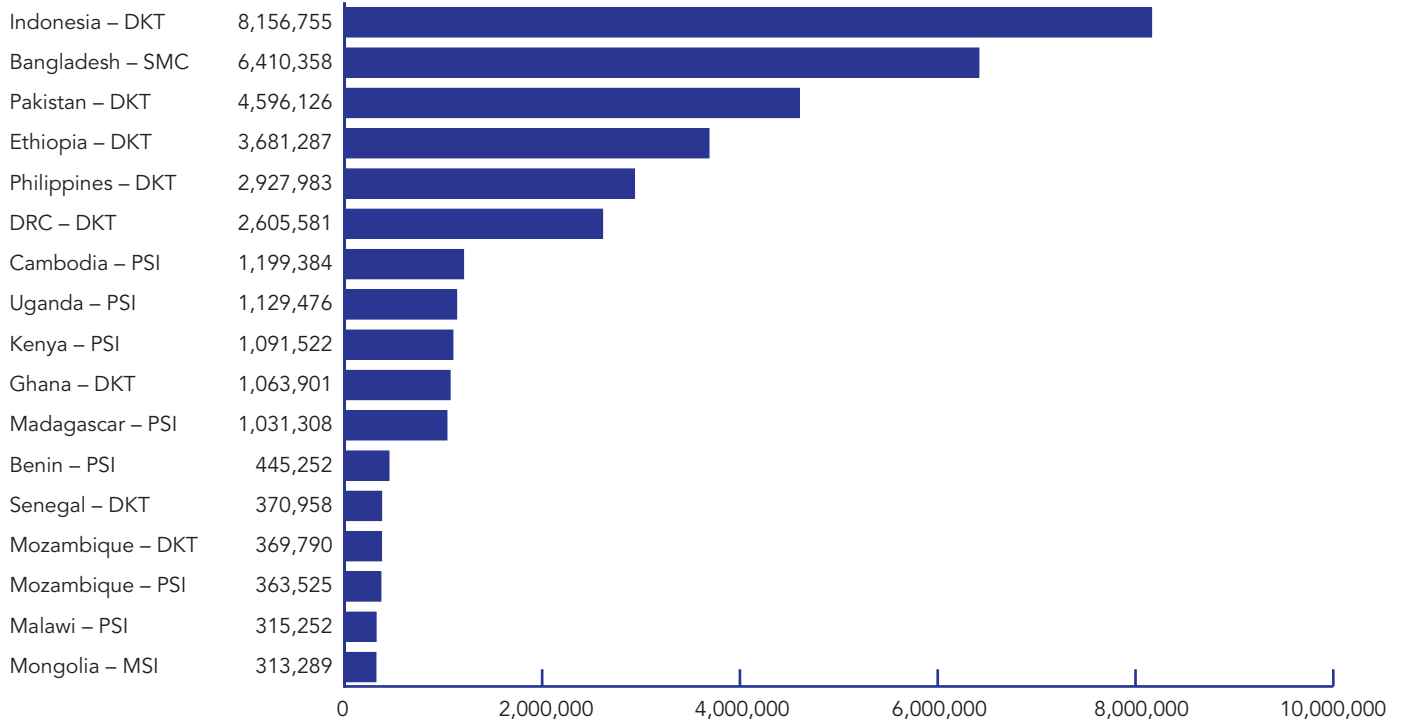
Program	Information Source	Product Sales	CYPs	
106. Venezuela	DKT	Condoms	66,840	668
CYPs have been discounted.		IUDs	3,235	14,234
		Implants (3)	400	1,000
		Injectables (1)	17,500	1,458
		Pills	43,474	3,105
		EC	16,400	1,025
		MVA Kits	400	10,000
		Total		31,491
107. Viet Nam (1)	DKT	Condoms	6,994,629	69,946
Started by DKT in 1993.		IUDs	187,136	823,398
		Pills	11,855,316	846,808
		EC	145,200	9,075
		MVA Kits	3,505	87,625
		Cannulae	23,428	
		Total		1,836,853
108. Viet Nam (2)	MSI	IUDs	155,176	682,774
Started by MSI in 1989.		Implants (4)	303	970
		Injectables (3)	25,510	6,378
		EC	40,814	2,551
		CombiPack/PAC	544,969	926,447
		Total		1,619,120
109. Zambia (1)	Palladium Group	Condoms	13,516,416	135,164
Started by USAID, Discover Health Project, John Snow (JSI), and Palladium.		Total		135,164
110. Zambia (2)	PSI	IUDs	502	2,209
Started by PSI in 1992.		Implants (3)	953	2,383
		Implants (5)	2,108	8,010
		Injectables (2)	2,202	367
		Injectables (3)	16,870	4,218
		Pills	12,126	866
		EC	11	1
		Total		18,053
111. Zambia (3)	MSI	CombiPack/PAC	43,743	74,363
Started by MSI in 2007.		Total		74,363
112. Zimbabwe	PSI	Condoms	7,047,090	70,471
Started by SOMARC in 1988.		Free Female Condoms	276,450	1,382
		IUDs	1,382	6,081
		Implants (3)	1,563	3,908
		Implants (5)	11,324	43,031
		Injectables (3)	26,357	6,589
		Pills	105,968	7,569
		EC	221,092	13,818
Total		152,849		
GRAND TOTAL				81,587,565

Best Programs

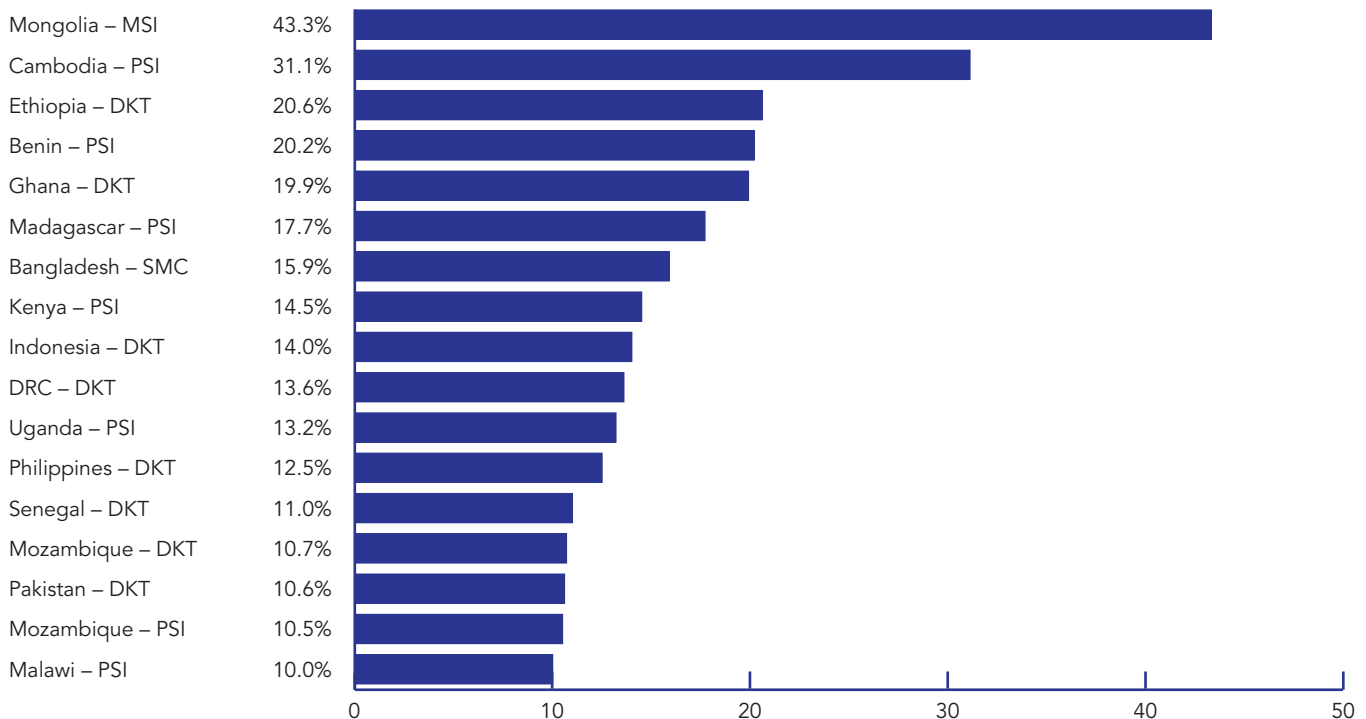
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 10% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



* We calculate which programs reach over 75% of their respective target markets using the U.S. Census Bureau’s data for country populations of married women of reproductive age (15-49) and each program’s CYP totals for the year.

