

# Overcoming Market Barriers

## Local Pricing and Regulatory Frameworks





# Main Barriers to Contraceptive Access

- **New taxes** increasing the cost of the contraceptives to an average of 25 to 35%
  
- **Import Regulations**
  - Import exclusivity rights granted to transnational laboratories local representatives
  - NGOs limited from receiving donated products/ higher prices for the NGO and the client
  - Import limitations based on product presentation (commercial/social marketing packaging)
  - Governments and manufacturers regulatory requirements for import of products (red tape)

# Scenarios

An NGO in LA that distributed 4'611,187 of a donated oral contraceptive between 2000 and 2009, currently, the same NGO, is distributing only 181,864 of the oral contraceptive they have to purchase locally at the price of US\$3.50 to 4.00 per cycle, because they are not allowed to import this product for the reasons presented before.

# Scenarios

Product Brand	Donor's Price (FOB)	Local Distributor Price	% increase
Microgynon	\$0.34	\$3.50 to \$4.00	929%
Implanon	\$20.89	\$220.00	949%
		\$ 88.68	425%
Jadelle	\$26.77	\$62.16	232%