FPWATCH OVERVIEW: Total Market Evidence for Decision Making

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Evidence Gaps

• Lack of information about all market actors, including private sector channels that are both formally regulated and unregulated

• Limited knowledge on the contraceptive total market composition, readiness, and performance

• Insufficient data to help define specific gaps, opportunities and barriers in stimulating global and local markets for quality-assured contraceptives and related services
FPWatch Scope

• Provide a picture of total market for family planning commodities and services within defined geographic areas
• Monitor the readiness of market components for FP delivery
• Monitor the performance of market components for FP delivery
• Generate evidence to provide FP market evidence for decision making
• Complement other existing data sources
Geographic Areas

- Nigeria
- Ethiopia (Amhara, Oromiya, and SNNP)
- DRC (Kinshasa and Katanga)
- India (Bihar and UP)
Market Monitoring Approach

- National landscaping & positioning
- Data collection
- Technical design and leadership
- Data analysis
- Global dissemination
- National positioning & dissemination