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**GENERAL MEMBERSHIP MEETING**  
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**SUPPLIES COALITION**  
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MEXICO CITY

**mexico**  
**2004-2014**  
**REPRODUCTIVE HEALTH**  
**SUPPLIES COALITION**



## FPWATCH OVERVIEW: Total Market Evidence for Decision Making

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AVAILABILITY



QUALITY



EQUITY



CHOICE

## 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



