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GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

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REPRODUCTIVE HEALTH
SUPPLIES COALITION



**THE PRIVATE COMMERCIAL MARKET FOR
EC IN FRENCH WEST AFRICA 2009 - 2013:
LEARNING FROM IMS DATA**

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SALUD
SECRETARÍA DE SALUD



Partner logo or website: www.rhsupplies.org

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On the principle that supply increases as market potential increases, tracking the number of market entrants and market offerings is another proxy. Conversely, if commercial products drop out of the market, it could be a sign that market potential is being hurt by subsidized or free competition.

Jeff Barnes, Abt Associates

Draft Total Market Indicators 2008

2009 FWA EC LANDSCAPE

Very small nascent EC market

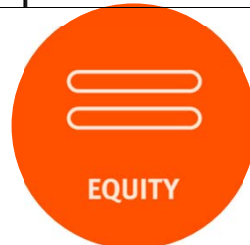
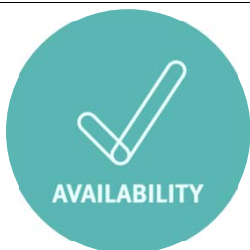
Country	Manufacturer	Brand	Units
Guinea	HRA Pharma	Norlevo	1,514
Mali	HRA Pharma	Norlevo	18,582
Burkina Faso	HRA Pharma	Norlevo	29,910
Senegal	HRA Pharma	Norlevo	68,792
Ivory Coast	HRA Pharma	Norlevo	74,482
	LPCI	Pregnon (social marketing)	1,484
TOTAL			195,714

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2013 FWA EC LANDSCAPE

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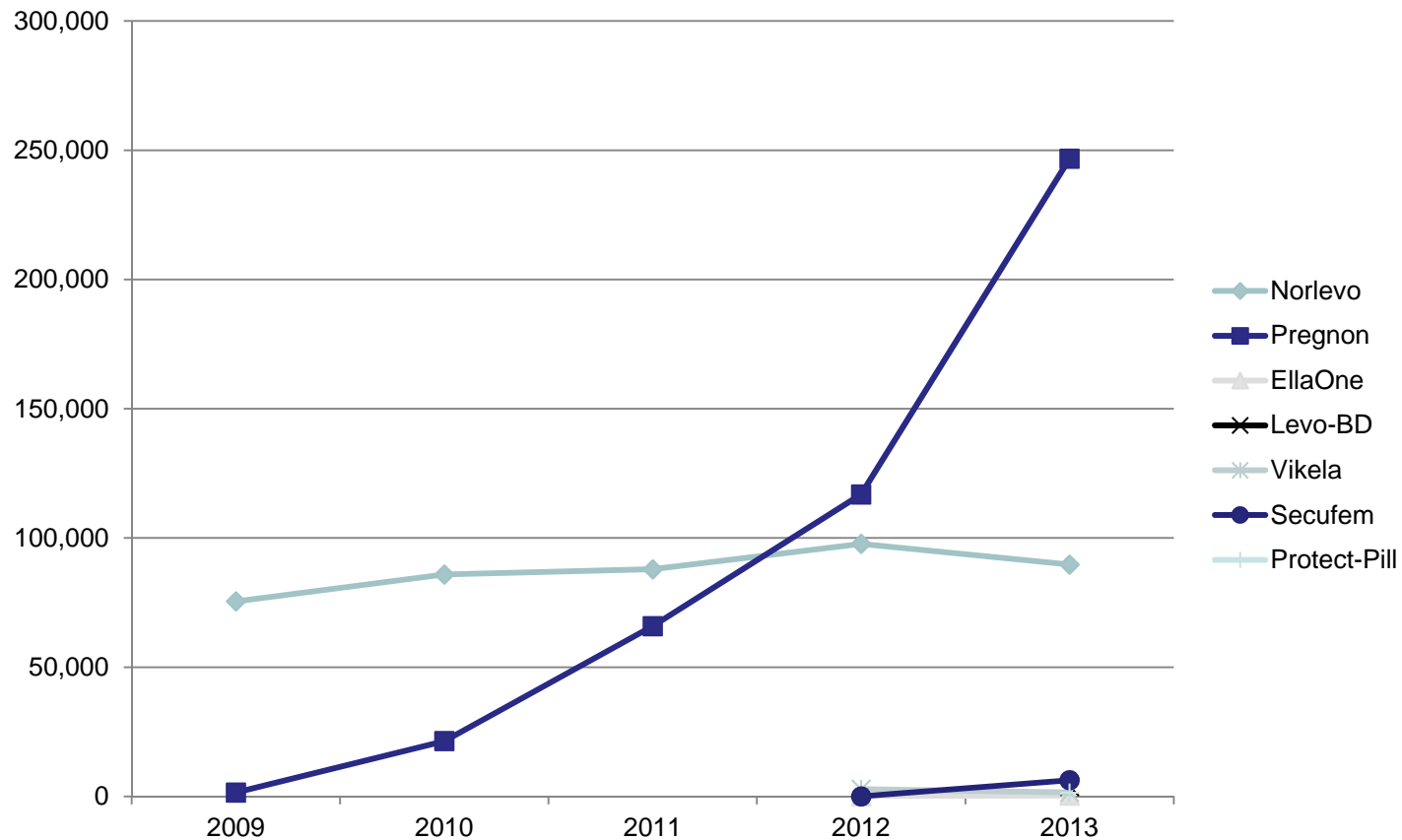
Country	Number of Manufacturers	Number of brands	Percent Growth
Guinea	3	4	305%
Mali	4	6	95%
Burkina Faso	3	5	138%
Senegal	5	6	104%
Ivory Coast	5	7	355%
TOTAL			209%



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EC IN COTE D'IVOIRE 2009 - 2013

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