

GLOBAL MARKETS VISIBILITY PROJECT

Ensuring Transparency in Family Planning Markets



- **Consolidate and centralize** supplier shipment data
- **Data-driven analysis** on family planning market dynamics and trends
- **Validate and identify gaps** between supply and demand

Global market visibility enables efficient strategies to meet FP2020's goal and ensure long-term access.

BACKGROUND

Contraceptives save lives. Family Planning 2020 (FP2020) carries forward the momentum of the 2012 London Summit on Family Planning to expand access to family planning information, contraceptives, and services to an additional 120 million women and girls in the world's 69 poorest countries by the year 2020. Reaching FP2020's goal will mean more than 100 million fewer unintended pregnancies, 3million fewer babies dying in their first year of life, 200,000 fewer women and girls dying in pregnancy and childbirth, and 120 million more people with the ability to plan their families and their futures.

As part of its efforts to expand access and choice in family planning methods, the RHSC and CHAI, in cooperation with the FP2020 Market Dynamics Working Group, are launching a global markets visibility project.

Global Market Visibility Project Goals

- Address information gaps in the reproductive health commodities market
- Consolidate and analyze consumption and shipment data, highlighting gaps between supply and demand
- Monitor and report current market trends by product

APPROACH

Since 2004, the RHSC has collected and published data on contraceptive orders and shipments. This data provides valuable insights into the market for contraceptive devices but its utility has been limited by lack of comprehensive product and supplier coverage. The RHSC and CHAI are developing a data repository program under which suppliers can input product shipment data that will be de-identified and then consolidated to highlight market trends and enable market analysis.

Global Data Consolidation: CHAI will collect and manage the supplier shipment data at the global level. Suppliers are invited to submit their shipment data to CHAI bi-annually for consolidation and aggregation at the global level. A standardized data template will be provided for consistency and ease of recording historical data. Supplier data will be kept confidential. Key shipment metrics include:

- Shipments by Country and Region (Africa, Asia Pacific, Latin America, etc.)
- Shipments by Organization (UNFPA, USAID)
- Shipments by Product (Implants, Injectables, Oral Contraceptives, etc.)

Global Market Visibility: Working with industry, donors, and the RHSC, CHAI will publish reports that provide insight into the family planning market. Utilizing supplier data and in-country source data on consumption and user preferences, reports will validate actual supply and demand in the market. These reports will help industry and donors with capacity planning and investment decisions. Project benefits include the ability to:

- Support coordination efforts to minimize gaps between supply and demand
- Improve forecasting of supply
- Optimize long term purchase contracts



Family Planning Market Dynamic Reports

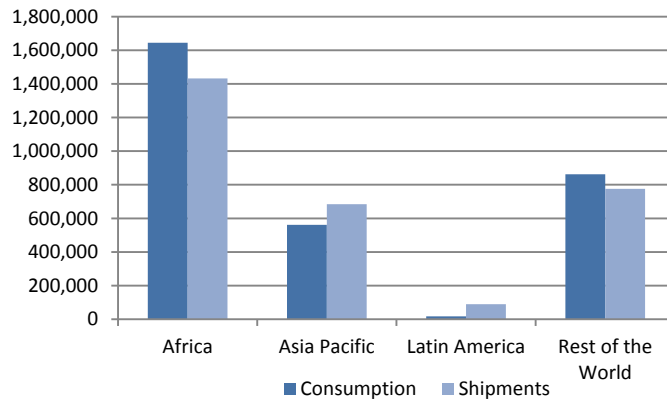
Supplier shipment information provides data driven analyses for evidence-based action.

RESULTS

Drawing upon past experience with publications in the ARV marketplace, CHAI's market report will utilize the synthesized data in analyses that provide transparency to the family planning product market. Partners will be able to identify shortfalls and excesses and develop plans to improve family planning product markets. Suppliers can utilize the publications for capacity planning while countries can track their progress and determine what is needed to realize their FP2020 commitments.

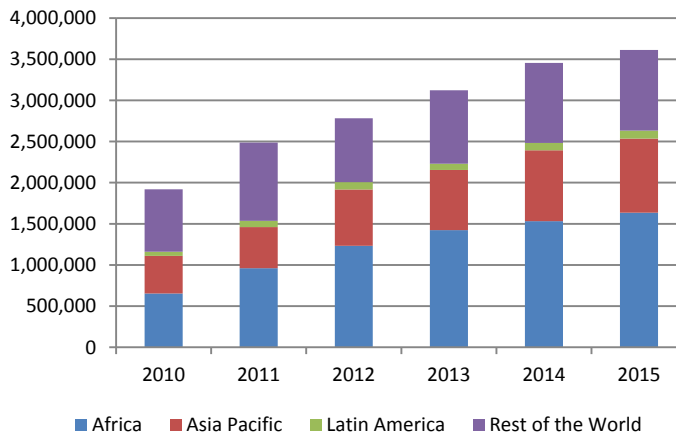
Supply and Demand Validation: Revealing areas where shipments exceed demand by region allows suppliers and partners to adjust supply plans, re-allocate capacity, and re-route future orders to balance supply and demand.

Implant Consumption vs. Shipments by Region
2012



Market Trends: Historical shipment and consumption allow for quantification of future demand and shipment at the global level. A data-driven growth based model more accurately identifies potential issues impacting market sustainability. Additionally, suppliers are provided information to rationalize future capacity planning.

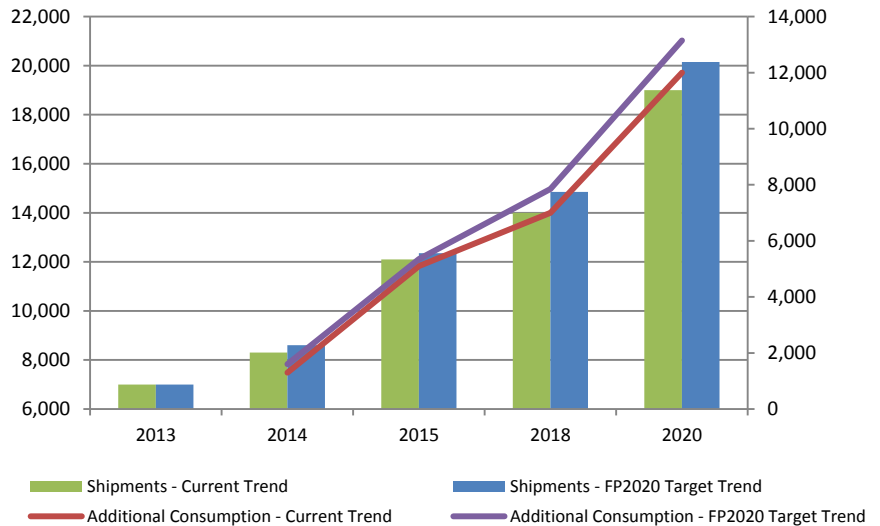
Historical and Forecasted Volume by Region
2010-2015



Family Planning Market Dynamic Reports

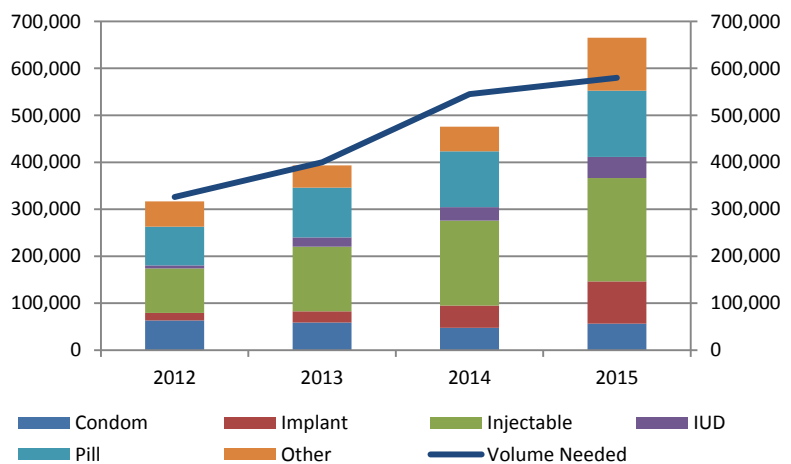
Country Perspective: The project will track progress towards FP2020's goal and commitments by country. Publications aim to serve as a monitoring and evaluation tool that enable partners, countries, and suppliers to view current accomplishments and determine what is needed to ensure future success.

Forecasted Country Product Shipment and Consumption
2013-2020



With supplier shipments and country family planning metrics, overall future supply needs can reflect country targets and potential shifts in method mix. Additionally, suppliers can use predicted trends to modify capacity of various products in their family planning portfolio in the long run.

Forecasted Volume and Consumption based on Target CPR
2010-2015



The Global Markets Visibility Project aims to generate additional resources to for coordination on supply planning and market understandings. Commitment by suppliers to submit shipment data enables data-driven analyses that inform partners in their strategies to meet the FP2020's goal and find sustainable solutions that guarantee long-term access to all women.

Family Planning Market Dynamic Reports

FOCUS COUNTRIES

Initial data collection efforts will be largely focused on the following key countries:

Country	
Afghanistan	Malawi
Bangladesh	Mali
Benin	Mauritania
Bhutan	Mongolia
Bolivia	Mozambique
Burkina Faso	Myanmar
Burundi	Nepal
Cambodia	Nicaragua
Cameroon	Niger
Central African Republic	Nigeria
Chad	Pakistan
Comoros	Palestinian Territory
Congo	Papua New Guinea
Congo, Democratic Republic	Philippines
Cote d'Ivoire	Rwanda
Djibouti	Sao Tome and Principe
Egypt	Senegal
Eritrea	Sierra Leone
Ethiopia	Solomon Islands
Gambia	Somalia
Ghana	South Africa
Guinea	Sri Lanka
Guinea-Bissau	Sudan (and South Sudan)
Haiti	Tajikistan
Honduras	Tanzania
India	Timor-Leste
Indonesia	Togo
Iraq	Uganda
Kenya	Uzbekistan
Korea, Democratic Republic	Vietnam
Kyrgyzstan	Western Sahara
Lao People's Democratic Republic	Yemen
Lesotho	Zambia
Liberia	Zimbabwe
Madagascar	