

**2004
CONTRACEPTIVE SOCIAL MARKETING
STATISTICS**

Courtesy of
DKT International
1120 19th Street, NW
Suite 610
Washington, DC 20036

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SOCIAL MARKETING STATISTICS 2004

Highlights	2004	2003	2002
CYPs	xx.x million	xx.x million	xx.x million

Sales – 2004

Condoms	1,752,418,759	IUDs	459,576
Female Condoms	2,693,716	Injectables	14,232,519
Pills	113,343,253	Emergency Contraception (EC)	2,497,979
Foaming Tablets		Norplant	5,625

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs.

PROGRAM	REMARKS	2004 PRODUCT SALES	CYP*	% CHANGE FROM 2003
1. ALBANIA Started by Marie Stopes International (MSI) in 1997.	KfW support	Source: MSI		
		Condoms	2,825,982	28,260
		Pills	88,601	6,329
		Injectables	6,448	1,612
		EC	62,938	6,993
		TOTAL	43,194	44%
2. AFGHANISTAN Started by PSI in 2003.	USAID and UNICEF support	Source: PSI		
		Condoms	1,392,641	13,926
		Pills	113,600	8,114
		Injectables	29,936	7,484
		TOTAL	29,524	NA
3. ANGOLA Started by PSI in 2000.	USAID and private funding	Source: PSI		
		Condoms	10,560,000	105,600
		TOTAL	105,600	4%
4. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	101,950,000	1,019,500
		Pills	27,840,000	1,988,571
		Injectables	410,000	102,500
		TOTAL	3,110,571	-24%
5. BENIN Started by DKT International (DKT) and PSI in 1989.	USAID and KfW support	Source: PSI		
		Condoms	10,026,956	100,270
		Pills	123,549	8,825
		Injectables	21,915	5,479
		TOTAL	114,574	14%
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), and private support	Source: PSI		
		Condoms	3,387,901	33,879
		Female Condoms	21,032	1,052
		TOTAL	34,931	91%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Hewlett and DKT support	Source: DKT		
		Condoms	58,606,848	586,068
		Female Condoms	147,654	7,383
		TOTAL	593,451	16%
8. BURKINA FASO Started by PSI in 1991.	KfW support	Source: PSI		
		Condoms	19,385,340	193,853
		Female Condoms	41,483	2,074
		TOTAL	195,927	4%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI			
		Condoms	25,035,253	250,353	
		Female Condoms	71,626	3,581	
		Pills	302,590	21,614	
		IUDs	2,828	9,898	
		Injectables	634,043	158,511	
		EC	6,688	743	
		TOTAL		444,700	65%
10. BURUNDI Started by PSI in 1994.	USAID, DFID, private, and UN support	Source: PSI			
		Condoms	2,240,400	22,404	
		TOTAL		22,404	3%
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, and Dutch government support	Source: PSI			
		Condoms	21,543,389	215,434	
		Female Condoms	9,571	479	
		Pills	1,717,296	122,664	
		Injectables	109,763	27,441	
		TOTAL		366,018	20%
12. CAMEROON Started by PSI and DKT in 1989.	USAID and KfW funding	Source: PSI			
		Condoms	19,126,267	191,263	
		Female Condoms	61,685	3,084	
		Pills	135,433	9,674	
		Injectables	28,679	7,170	
		EC	720	80	
		TOTAL		211,271	-19%
13. CENTRAL AMERICA REGIONAL (Belize, El Salvador)	USAID support	Source: PSI			
		Condoms	1,002,977	10,030	
		TOTAL		10,030	NA
14. CENTRAL AFRICAN REPUBLIC Started by PSI in 1991.	UNFPA, KfW, and private support	Source: PSI			
		Condoms	5,041,440	50,414	
		TOTAL		50,414	72%
15. CHAD Started by PSI in 1996; now managed by AMASOT.	KfW support	Source: GFA Medica			
		Condoms	2,102,592	21,026	
		TOTAL		21,026	-44%
16. CHINA Started by DKT in 1996.	Private support	Source: DKT			
		Condoms	46,932,676	469,327	
		TOTAL		469,327	2%
16.1 CHINA II Started by The Futures Group (TFG).		Source: TFG			
		Condoms	1,800,000	18,000	
		TOTAL		18,000	31%
17. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA			
		Condoms	3,374,332	33,743	
		Pills	413,713	29,551	
		IUDs	121,359	424,757	
		Injectables	694,281	173,570	
		EC	467,289	51,921	
		TOTAL		713,542	13%
18. CONGO (Brazzaville) Projet de Marketing Social, 1992.	USAID support	Source: PSI			
		Condoms	4,101,300	41,013	
		TOTAL		41,013	80%
19. CONGO (DRC/Kinshasa) Started by PSI in 1988.	USAID (AIDSMARK) support	Source: PSI			
		Condoms	27,047,948	270,479	
		TOTAL		270,479	19%
20. COSTA RICA Started by PSI in 1998.	USAID support	Source: PSI			
		Condoms	1,416,472	14,165	
		TOTAL		14,165	NA

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

21. COTE D'IVOIRE Started by PSI in 1990.	KfW, CDC, and private support	Source: PSI			
		Condoms	31,233,682	312,337	
		Female Condoms	16,574	829	
		Pills	1,002,853	71,632	
		TOTAL		384,798	5%
22. CUBA Started by PSI in 2001.	Cooperating agency: PSI	Source: PSI			
		Condoms	9,972,000	98,720	
		TOTAL		98,720	NA
23. DOMINICAN REPUBLIC Started by SOMARC and PROFAMILIA in 1986.	USAID support CMS (Contraceptive Marketing Strataegies) technical assistance	Source: PROFAMILIA			
		Condoms	687,365	6,874	
		Pills	422,562	30,183	
		IUDs	3,657	12,800	
		Injectables	22,066	5,517	
		EC	1,429	159	
		Norplant	74	370	
		TOTAL		55,903	-20%
23. DOMINICAN REPUBLIC II Started by PSI in 2003.	USAID and private support	Source: PSI			
		Condoms	12,309,528	123,095	
		TOTAL		197,844	462%
24. ECUADOR Established by SOMARC in 1986; managed by CEMPOLAF.	USAID support	Source: CEMPOLAF			
		Condoms	1,134,901	11,349	
		Pills	451,916	32,280	
		IUDs	26,962	94,367	
		Injectables	21,487	5,372	
		TOTAL		143,368	-42%
25. EL SALVADOR Implemented in 1976 by Development Associates and transferred to the Salvadoran Demographic Association (ADS).	USAID support	Source: ADS			
		Condoms	1,979,933	19,799	
		Pills	631,166	45,083	
		IUDs	3,989	13,962	
		Injectables	115,372	28,843	
		Norplant	549	2,745	
		TOTAL		110,432	101%
26. ERITREA Started by PSI in 1996.	USAID support	Source: PSI			
		Condoms	3,846,933	38,469	
		TOTAL		38,469	-24%
27. ETHIOPIA Implemented by DKT in 1990.	Dutch government, Gates, Packard, DFID, and USAID support	Source: DKT			
		Condoms	46,942,801	469,428	
		Female Condoms	2,472	124	
		Pills	2,368,243	169,160	
		Injectables	1,173,973	293,493	
		TOTAL		932,205	18%
28. GHANA Implemented in 1986 by DANAFCO and SOMARC; now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF			
		Condoms	17,076,372	170,764	
		Pills	4,139,917	295,708	
		Foaming Tablets	1,391,889	9,279	
		IUDs	3,650	12,775	
		Injectables	372,360	93,090	
		TOTAL		581,616	20%
29. GUATEMALA Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM); started by Juarez and Associates in 1983.	USAID support	Source: APROFAM			
		Condoms	1,442,001	14,420	
		Pills	656,095	46,864	
		IUDs	5,357	16,071	
		Injectables	139,920	34,980	
		Norplant	640	3,200	
		TOTAL		115,535	-26%
29.1 GUATEMALA II Started by PSI in 1998.	USAID (AIDSMark), KfW, private support	Source: PSI			
		Condoms	4,756,055	47,561	
		TOTAL		47,561	-3%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

30. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI			
		Condoms	7,414,641	74,146	
		Pills	398,580	28,470	
		Injectables	84,942	21,236	
		TOTAL		123,852	6%
31. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Dutch government, World Bank support	Source: PSI			
		Condoms	6,542,160	65,422	
		Female Condoms	41,384	2,069	
		Pills	245,617	17,544	
		Injectables	213,103	53,276	
		TOTAL		138,311	-32%
32. HONDURAS Honduras Social Marketing Program; managed by ASHONPLAFA.	USAID support	Source: IPPF			
		Pills	154,608	11,043	
		TOTAL		11,043	-50%
32.1 HONDURAS II Started by PSI in 1998.	USAID (AIDSMARK) PSP (AED) Private support	Source: PSI			
		Condoms	1,407,911	14,079	
		TOTAL		14,079	14%
33. INDIA I (Nirodh and Mala-D) [Does not include any brands listed for India II-VI.]	Government of India (GOI) Project (figures are for fiscal year ended 3/31/05)	Source: GOI			
		Condoms (Nirodh)	255,860,000	2,558,600	
		Pills (Mala-D)	20,910,000	1,493,570	
		TOTAL		4,052,170	-24%
33.1 INDIA II (Masti & Pearl) PSI/India, 1988 [India I total includes 23.5 million Nirodh condoms and 0.7 million Mala D pills sold by PSI/India]	GOI, KfW, DIFD, and USAID support (calendar year data)	Source: PSI			
		Condoms	87,497,124	874,971	
		Pills (Pearl)	3,592,817	256,630	
		TOTAL		1,131,601	-8%
33.2 INDIA III (Sawan, Bliss, Milan and Ecroz) Parivar Seva Sanstha, 1988.	(FY ended)	Source: GOI			
		Condoms	51,370,000	513,700	
		Pills	2,630,000	187,857	
		TOTAL		701,557	8%
33.3 INDIA IV (Zaroor, Choice, XXX) DKT/India (Mumbai); 1992. [India I totals include 0.1 million Mala-D pills sold by DKT/India.]	Vaestoliitto, DFID, SIPSFA, and GOI support (calendar year data)	Source: DKT			
		Condoms (2 brands)	56,156,298	561,563	
		Pills (Choice)	6,554,415	468,173	
		IUDs	55,641	194,744	
		Injectables	92,801	22,581	
		TOTAL		1,247,061	15%
33.4 INDIA V (Apsara, Mithun, Plan X) Bihar-based project, managed by Janani, 1996. [India I total includes 1.3 million Nirodh condoms and 9.1 million Mala D pills sold by Janani.]	Packard and GOI support (calendar year data)	Source: DKT			
		Condoms (2 brands)	23,487,645	234,876	
		Pills (Apsara)	1,672,620	119,473	
		TOTAL		354,349	-25%
33.5 INDIA VI (Ahsas, Thril, Flavoured) Started by MSI/PHS (Population Health Services) in 1999. [India I totals include ___ million Nirodh & ___ million Mala D sold by PHS.]	Managed by PHS	Source: MSI			
		Condoms (3 brands)	40,728,384	407,284	
		Pills	701,560	50,111	
		TOTAL		457,395	53%
34. INDONESIA Started by DKT in 1996; managed by DKT.	KfW, GOI, and Gates support	Source: DKT			
		Condoms	47,378,292	473,783	
		Pills	3,480,443	248,603	
		IUDs	19,830	69,405	
		Injectables	6,106,847	1,526,712	
		Injectables (1 month)	120,600	93,383	
		Norplant	3,183	9,549	
		TOTAL		2,421,435	23%
35. KAZAKHSTAN Started by PSI in 2002.	USAID support	Source: PSI			
		Condoms	1,364,008	13,640	
		TOTAL		13,640	-8%
36. KENYA Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI			
		Condoms	27,308,842	273,088	
		Pills	1,642,701	117,336	
		Injectables	78,156	19,539	
		TOTAL		409,963	26%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

37. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, and UN support	Source: PSI Condoms Pills	5,562,972 5,280	55,630 377	
		TOTAL		56,007	-2%
38. LESOTHO Started by PSI in 2001.	CDC, USAID, and DFID support	Source: PSI Condoms Female Condoms	1,259,352 92,630	12,594 4,632	
		TOTAL		17,226	-33%
39. MADAGASCAR Started by SOMARC in 1996.	USAID (AIDSMARK), Global Fund, and private support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	12,161,349 1,218,628 403,411	121,613 87,045 100,853	
		TOTAL		309,511	14%
40. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI Condoms	8,563,494	85,635	
		TOTAL		85,635	1%
41. MALAYSIA Started by DKT in 1991; managed by PHI consultants.	Project self-sustaining	Source: DKT Condoms	8,913,600	89,136	
		TOTAL		89,136	-7%
42. MALI Started by PSI in 2000.	USAID and private support	Source: PSI Condoms Female Condoms Pills Injectables	5,747,592 26,378 818,676 121,252	57,476 1,319 58,477 30,313	
		TOTAL		147,585	46%
43. MEXICO Started by DKT in 2002.	Packard and MacArthur support	Source: DKT Condoms Female Condoms EC	19,066,083 39,481 4,181	190,661 1,974 465	
		TOTAL		193,100	633%
44. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI Condoms Female Condoms	1,523,857 14,721	15,239 736	
		TOTAL		15,975	30%
45. MOZAMBIQUE Started by PSI in 1995.	USAID and Dutch government support	Source: PSI Condoms Female Condoms	16,012,202 51,900	160,122 2,595	
		TOTAL		162,717	6%
MYANMAR	See Burma. # 9				
46. NAMIBIA Started by MSI in 2000.	KfW and GTZ support	Source: MSI Condoms Female Condoms	4,086,822 36,024	40,868 1,801	
		TOTAL		42,669	14%
47. NEPAL Nepal Contraceptive Retail Sales Corp. (CRS); started by Westinghouse Health Systems in 1976; program now private company.	USAID (AIDSMARK) support	Source: CRS/PSI Condoms Pills IUDs Injectables EC Norplant	23,148,941 888,985 2,150 274,910 15,626 650	231,489 63,449 7,525 68,728 1,736 3,250	
		TOTAL		376,177	6%
47.I NEPAL II Started by MSI in 2002.	MSI support	Source: MSI Condoms	1,524,648	15,246	
		TOTAL		15,246	-10%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

48. NICARAGUA Started in 1999 by PROFAMILIA.	USAID support	Source: USAID	Condoms	793,773	7,938	
			Pills	397,981	28,427	
			IUDs	900	3,150	
			Injectables	55,096	13,774	
			TOTAL		53,289	71%
48.1 NICARAGUA II Started by PSI in 1998.	USAID and Dutch government support	Source: PSI	Condoms	2,875,562	28,756	
			Female Condoms	1,146	57	
			TOTAL		28,813	58%
49. NIGERIA Started by PSI and DKT in 1988-90.	DFID, USAID, and private support Cooperating agency: PSI/SFH	Source: PSI	Condoms	150,267,692	1,502,677	
			Pills	3,875,059	276,790	
			Foaming Tablets	49,000	327	
			IUDs	41,020	143,570	
			Injectables	930,618	232,655	
			EC	487,794	5,478	
			TOTAL		2,161,497	19%
50. PAKISTAN Program started by PSI Marketing Associates in 1986.	KfW, USAID, and private support Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Source: PSI	Condoms	86,975,608	869,756	
			Pills	3,372,287	240,878	
			IUDs	166,766	583,681	
			Injectables	420,949	105,237	
			EC	267,234	29,693	
			TOTAL		1,829,245	-4%
50.1 PAKISTAN II Started by Key Social Marketing (KMS) and SOMARC in 1997.	DFID support TFG technical assistance	Source: KSM	Pills	2,316,643	165,475	
			Injectables	240,372	60,093	
			EC	179,410	19,934	
			TOTAL		245,502	50%
50.2 PAKISTAN III Started by MSI in 2003.	Funded by MSI	Source: MSI	Condoms	1,692,936	16,929	
			TOTAL		16,929	NA
51. PARAGUAY Started by PSI in 1996.	USAID and private support	Source: PSI	Condoms	1,843,632	18,436	
			Female Condoms	19	1	
			Pills	160,689	11,478	
			EC	13,686	1,521	
			TOTAL		31,436	-7%
52. PERU Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.	USAID support	Source: APROPO	Condoms	7,493,588	74,936	
			Foaming Tablets	188,394	1,256	
			IUDs	99	347	
			TOTAL		76,539	19%
53. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	KfW, Packard, and USAID support	Source: DKT	Condoms	27,887,768	278,878	
			Pills	9,830,932	702,209	
			Injectables	76,604	19,151	
			TOTAL		1,000,238	18%
54. ROMANIA Started by PSI in 1998.	USAID, UNICEF, and Dutch government/Matra support	Source: PSI	Condoms	9,692,030	96,920	
			Pills	155,341	11,096	
			TOTAL		108,016	10%
55. RUSSIA Started by PSI in 1996.	Support from USAID, DFID, UNAIDS	Source: PSI	Condoms	2,104,560	21,046	
			TOTAL		21,046	NA
56. RWANDA Started by PSI in 1993.	KfW, UNFPA, USAID (AIDSMark) and private support	Source: PSI	Condoms	7,593,379	75,934	
			TOTAL		75,934	46%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

57. SENEGAL Started by SOMARC in 1996.	USAID support	Source: USAID Condoms Pills	4,512,546 61,138	45,125 4,367	
			TOTAL	49,492	16%
58. SOUTH AFRICA Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, FHI, CDC, and private support	Source: PSI Condoms Female Condoms	39,968,393 152,856	399,684 7,643	
			TOTAL	407,327	223%
59. SRI LANKA Started by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF Support	Source: FPASL Condoms Pills IUDs Injectables EC Norplant	7,868,304 1,017,775 1,360 47,847 414,183 529	78,683 72,698 4,760 11,962 46,020 2,645	
			TOTAL	216,768	20%
59.1 SRI LANKA II Started by MSI in 1993.	Managed by MSI/locally-generated funds	Source: MSI Sri Lanka Condoms EC	4,531,180 7,655	45,312 851	
			TOTAL	46,163	15%
60. SWAZILAND Started by PSI in 2001.	CDC, USAID (AIDSMark), DFID support	Source: PSI Condoms Female Condoms	1,189,391 57,739	11,894 2,887	
			TOTAL	14,781	9%
61. TANZANIA Started by PSI in 1993 .	USAID and Dutch government support	Source: PSI Condoms Female Condoms Pills	39,108,096 134,100 728,964	391,081 6,705 52,069	
			TOTAL	449,855	25%
62. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and UNICEF support	Source: PSI Condoms Female Condoms Pills Injectables	6,053,692 92,237 105,045 39,916	60,537 4,662 7,503 9,229	
			TOTAL	81,931	-26%
63. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMark in 2003.	USAID support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	13,683,268 1,565,120 980,700	136,833 111,794 245,175	
			TOTAL	493,802	56%
63.1 UGANDA II Started by MSI in 1997; Managed by MSI.	KfW support	Source: MSI Uganda Condoms	8,647,056	86,471	
			TOTAL	86,471	-55%
64. URUGUAY Started by AUPF (Asociacion Uruguaya de Planificacion Familiar) in 1968.	IPPF support	Source: AUPF Condoms Pills Injectables	92,656 130,154 8,899	927 9,297 31,147	
			TOTAL	41,371	-10%
65. VENEZUELA Started by PROSALUD in 1992.	Support commercial sector and local embassies	Source: Prosalud Condoms Female Condoms Pills IUDs EC	336,311 500,004 352,005 4,008 552,121	3,363 25,000 25,143 14,028 61,347	
			TOTAL	128,881	210%
66. VIET NAM Implemented by DKT in 1993.	DFID, KfW, USAID, and World Bank support	Source: DKT Condoms Pills	54,158,156 3,203,000	541,582 228,786	
			TOTAL	770,368	29%

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC

67. ZAMBIA Started by PSI in 1992.	USAID and foundation support	Source: PSI			
		Condoms	14,809,100	148,091	
		Female Condoms	192,960	9,648	
		Pills	748,656	53,475	
		TOTAL		211,214	10%
68. ZIMBABWE Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support	Source: PSI			
		Condoms	43,871,580	438,716	
		Female Condoms	888,040	44,402	
		Injectables	158,253	39,563	
		EC	17,025	1,892	
		TOTAL	524,573	-7%	
GRAND TOTAL			-100%		

* 1 CYP equals 100 Condoms; 14 Pill cycles; 4 Injections (if DMPA; 6 if Noristerat); 20 Female Condoms; 150 Foaming Tablets; .2 Implants; .29 IUDs; 9 EC