

2016

CONTRACEPTIVE SOCIAL MARKETING STATISTICS

August 2017

Courtesy of
DKT International
1701 K Street, NW
Suite 900
Washington DC 20006

CONNECT WITH US



SOCIAL MARKETING STATISTICS 2016

Highlights

	2016	2015	2014
Couple Years of Protection (CYPs)	76.0 million	67.8 million	69.1 million

Sales – 2016

Condoms.....	1,677,561,531	(80 programs)	Implants	19,118,923	(72 programs)
Free Condoms.....	237,912,416	(23 programs)	Emergency Contraception (EC)	12,224,886	(36 programs)
Female Condoms.....	6,477,338	(22 programs)	Medical Abortion (MA)**	4,980,995	(31 programs)
Free Female Condoms.....	1,323,511	(11 programs)	Manual Vacuum Aspiration (MVA) Kits.....	41,736	(25 programs)
Pills	204,687,354	(62 programs)	Misoprostal (Miso) Tabs	11,706,114	(21 programs)
Injectables	44,335,967	(56 programs)	Vaginal Foaming Tablets.....	2,027,220	(1 program)
IUDs.....	4,738,797	(57 programs)			

Social Marketing Program Sales

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

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
1. AFGHANISTAN	MSI	Source: MSI		
Started by Marie Stopes International (MSI) in 2003.		Condoms	3,600,571	36,006
		Pills	264,556	18,897
		Injectables	93,814	23,454
		IUDs	11,576	50,934
		MA	8,429	14,329
		Total		143,620
				-28%
2. ANGOLA	USAID, SIDA, private funding	Source: PSI		
Started by Population Services International (PSI) in 2000.		Condoms	6,252,912	62,529
		IUDs	1,377	6,059
		Implants (5)	47	235
		MVA for PAC	223	5,575
		Miso Tabs	6,000	375
		Total		74,773
				7%
3. BANGLADESH	USAID and EC funding	Source: SMC		
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).		Condoms	136,176,382	1,361,764
		Pills	42,359,158	3,025,654
		Injectables	1,686,279	421,570
		IUDs	5,017	22,075
		Implants	1,914	5,742
		Total		4,836,805
				0%
3.1 BANGLADESH II	MSI	Source: MSI		
Started by MSI in 1988.		MA/MPAC	112,843	191,833
		Total		191,833
				NA
4. BENIN	USAID, anonymous donor, Netherlands government, Global Fund	Source: PSI		
Started by DKT International (DKT) and PSI in 1989.		Condoms	6,890,037	68,900
		Free Condoms	247,097	1,235
		Female Condoms	21,399	1,070
		Pills	213,202	15,229
		Injectables (2)	41,035	6,839
		IUDs	28,664	126,122
		Implants (5)	32,286	161,430
		MA	105	179
		Miso Tabs	113,572	7,098
		Total		381,004
				35%
5. BRAZIL	Self-sustaining project Gates Foundation	Source: DKT		
Started by DKT in 1991; managed by DKT do Brasil.		Condoms	101,700,435	1,017,004
		Female Condoms	4,866	243
		IUDs	1,220	5,368
		MVA Kits	4,117	102,925
		Total		1,120,173
				-10%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
6. BURKINA FASO	MSI	Source: MSI		
Started by MSI in 2009.		Condoms 544,896	5,449	
		Female Condoms 86	4	
		Pills 87,627	6,259	
		Injectables (3) 1,156	289	
		IUDs 500	2,200	
		MA 15,076	25,629	
		Total	39,831	82%
7. BURMA (Myanmar)	Private, UNOPS, USAID	Source: PSI		
Started by PSI in 1996.		Condoms 21,386,624	213,866	
		Female Condoms 89,174	4,459	
		Pills 3,337,534	238,395	
		Injectables (3) 584,852	146,213	
		IUDs 6,578	28,943	
		Implants (3) 2,660	7,980	
		Implants (5) 107	535	
		EC 1,084	77	
		Total	640,469	6%
7.1 BURMA (Myanmar) II	DFID and MSI	Source: MSI		
Started by MSI in 1998.		Condoms 613,950	6,140	
		Female Condoms 303	15	
		Pills 5,093,419	363,816	
		Injectables (3) 30,263	7,566	
		Injectables 183	46	
		IUDs 1,343	5,909	
		Implants (3) 1,350	4,050	
		Implants (4) 35	140	
		Implants (5) 288	1,440	
		EC 11,573	827	
		Total	389,948	119%
7.2 BURMA (Myanmar) III	Packard, DKT, and Gates Foundation	Source: DKT		
Started by DKT in 2014.		Condoms 1,472,804	14,728	
		Pills 211,949	15,139	
		Injectables (3) 149,094	37,274	
		IUDs 23,958	105,415	
		EC 359,605	25,686	
		Total	198,242	622%
8. BURUNDI	Netherlands government, DOD	Source: PSI		
Started by PSI in 1990.		Condoms 4,280,253	42,803	
		Free Condoms 1,591,736	7,959	
		Free Female Condoms 46,000	1,150	
		Pills 11,787	842	
		Injectables 14,795	3,699	
		IUDs 649	2,856	
		Implants (5) 965	4,825	
		MVA Kits 19	475	
		Miso Tabs 390	24	
		Total	64,632	24%
9. CAMBODIA	USAID, DFID, KfW, UNFPA, government support	Source: PSI		
Started by PSI in 1994.		Condoms 10,683,546	106,835	
		Pills 4,873,980	348,141	
		Injectables 353,142	88,286	
		IUDs 28,754	126,518	
		Implants (5) 5,865	29,325	
		EC 51,980	3,713	
		MA 250,187	425,318	
		Total	1,128,136	4%
9.1 CAMBODIA II	Private support	Source: MSI		
Started by MSI in 1998.		Implants (4) 703	2,812	
		MA 47,837	81,323	
		Total	84,135	NA

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** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
10. CAMEROON	USAID, UAFC (oxfam/i+ solutions), UNFPA, Dutch government, and PPSAC (OCEAC/KfW)	Source: PSI Condoms 20,438,811 Free Condoms 735,220 Female Condoms 1,513,414 Free Female Condoms 1,000 Pills 91,177 Injectables 56,851 IUDs 41,293 Implants (5) 11,795 Implants (3) 13,759 EC 10,907 Miso Tabs 108,680	204,388 3,676 75,671 25 6,513 14,213 181,689 58,975 41,277 779 6,793	18%
Started by PSI and DKT in 1989.		Total	593,998	
11. CHINA	DKT	Source: DKT Condoms 26,523,705	265,237	10%
Started by DKT in 1996.		Total	265,237	
11.1 CHINA II	MSI	Source: MSI MVA/single valve 31,301	53,212	NA
Started by MSI in 2003.		Total	53,212	
12. COLOMBIA	Self-sustaining project	Source: PROFAMILIA Condoms 8,751,668 Pills 972,322 Injectables 3,508,352 IUDs 38,174 Implants 186,727	87,517 69,452 877,088 167,966 560,181	-62%
PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.		Total	324,934	
13. CONGO (DRC/Kinshasa)	USAID, Georgetown University's Institute for Reproductive Health (IRH), MCSP, Dutch government, UNFPA	Source: PSI Condoms 5,312,311 Free Condoms 5,115,000 Female Condoms 312,546 Free Female Condoms 420,000 Pills 750,626 Injectables 135,347 IUDs 5,128 Implants (5) 23,345 Implants (3) 14,376 EC 7,345	53,123 25,575 15,627 10,500 53,616 33,837 22,563 116,725 43,128 525	-28%
Started by PSI in 1988.		Total	375,219	
13.1 CONGO II (DRC/Kinshasa)	Private, DFID, DKT Gates Foundation, and Swedish International Development Agency (SIDA)	Source: DKT Condoms 12,845,255 Pills 166,192 Injectables 121,944 IUDs 45,368 Implants (5) 25,910 Implants (3) 2,696 EC 241,564 MVA Kits 793 Miso Tabs 281,926	128,453 11,871 30,486 199,619 129,550 8,088 17,255 19,825 17,620	55%
Started by DKT in 2009.		Total	562,767	
14. COTE D'IVOIRE	KfW, AFD, UNFPA, GFA and Global Fund	Source: AIMAS Condoms 16,763,220 Free Condoms 18,860,289 Pills 2,845,080 Injectables 89,850 EC 809,540	167,632 94,301 203,220 22,463 57,824	1%
Started by PSI in 1998. Now managed by AIMAS.		Total	545,440	
15. COSTA RICA	PSI	Source: PSI Condoms 1,518,375	15,184	3%
Started by PSI in 2002.		Total	15,184	
16. DOMINICAN REPUBLIC	USAID	Source PSI Condoms 8,230,724 Free Condoms 1,150,000	82,307 5,750	-25%
Started by PSI in 2003.		Total	88,057	

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
17. EGYPT	DKT and Gates Foundation	Source DKT		
Started by DKT in 2004.		Condoms 6,014,226	60,142	
		IUDs 482,110	2,121,284	
		IUDs tender 50% 1,800,000	3,960,000	
		VFT 2,027,220	16,894	
		Total	6,158,320	207%
18. EL SALVADOR	PSI and private support	Source: PSI		
Founded by PSI/EL Salvador (PASMO) in 1998.		Condoms 2,668,521	26,685	
		Free Condoms 6,915,109	34,576	
		Free Female Condoms 167,874	4,197	
		Pills 15,368	1,098	
		IUDs 4,168	18,339	
		Implants (5) 203	1,015	
		Implants (3) 169	507	
		MVA Kits 1,280	32,000	
		Miso Tabs 750	47	
		Total	118,463	54%
19. ETHIOPIA	Dutch government, DKT, anonymous, and SIDA	Source: DKT		
Implemented by DKT in 1990.		Condoms 48,248,157		
		Female Condoms 40,528		
		Pills 4,438,065		
		Injectables 3,602,084		
		IUDs 11,063		
		Implants (3) 12,656		
		Implants (4) 15,063		
		Implants (5) 12,656		
		EC 2,890,860		
		MA 212,906		
		MVA Kits 1,475		
		Miso Tabs 292,416		
		Total	3,472,249	NA
19.1 ETHIOPIA II	USAID, MOH, Gates Foundation, CIFF	Source: PSI		
Implemented by PSI in 2003.		Free Condoms 31,422,325	157,112	
		Free Female Condoms 24,500	613	
		Injectables 83	21	
		Implants (3) 3	14	
		Total	157,759	-32%
19.2 ETHIOPIA III		Source: MSI		
Started by MSI in 1991.		MA/MPAC 17,725	30,133	
		Total	30,133	NA
20. GHANA	Private	Source: DKT		
Started by DKT in 2010.		Condoms 10,247,436	102,474	
		Pills 723,096	51,650	
		Injectables 661,014	165,254	
		IUDs 12,137	53,403	
		Implants (5) 5,100	25,500	
		EC 1,019,989	72,856	
		MA 50% 140,252	238,428	
		MVA Kits 651	16,275	
		Total	725,840	-29%
20.1 GHANA II	USAID	Source: PSI		
Started by PSI in 2016.		Condoms 73,612	736	
		Pills 174,665	12,476	
		Injectables (3) 4,771	1,193	
		Total	14,405	NA
20.2 GHANA III		Source: MSI		
Started by MSI in 2006.		Condoms 44,038	440	
		Pills 11,946	853	
		EC 20,851	1,489	
		MA/MPAC 208,576	354,579	
		Total	371,767	NA

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
21. GUATEMALA	PSI and private support	Source: PSI		
Started by PSI in 1998.		Condoms 11,447,404	114,474	
		Pills 72,971	5,212	
		Injectables (1) 41,901	3,492	
		Injectables (2) 6,862	1,144	
		Injectables 36,750	9,188	
		IUDs 13,459	59,220	
		Implants (5) 3,830	19,150	
		MVA Kits 3,716	92,900	
		Total	304,779	12%
21.1 GUATEMALA II	DKT and Gates Foundation	Source: DKT		
Started by DKT in 2014.		Condoms 1,087,862	10,879	
		IUDs 3,300	14,520	
		Total	25,399	NA
22. GUINEA	Global Fund, KFW	Source: PSI		
Started by PSI in 1990.		Condoms 2,535,165	25,352	
		Free Condoms 864,000	4,320	
		Pills 218,035	15,574	
		Injectables 60,259	15,065	
		Total	60,311	-59%
23. HONDURAS	PSI	Source: PSI		
Started by PSI in 1998.	Summit Foundation and private support	Condoms 4,121,656	41,217	
		Total	41,217	11%
23.1 HONDURAS II	KfW and USAID	Source: IPPF		
Honduras Social Marketing Program Managed by the FPA ASHONPLAFA.		Condoms 632,088	6,321	
		Pills 523,680	37,406	
		Injectables 8,550	2,138	
		Total	45,864	35%
24. INDIA I	Government of India (GOI) Project	Source: GOI		
Deluxe and Mala-D.	(figures are for fiscal year ended 3/31/17).	Condoms (Deluxe) 214,738,015	2,147,380	
		Pills (Mala-D) 18,060,530	1,290,038	
		Total	3,437,418	73%
24.1 INDIA II	The Bill and Melinda Gates Foundation, private (calendar year data, 2016)	Source: PSI		
Masti and Pearl Started by PSI in 1988; India Private Limited launched in May 2016.		Condoms 66,590,109	665,901	
		Injectables 53,382	13,346	
		IUDs 52,653	231,673	
		MA 72,708	123,604	
		Total	1,034,523	-53%
24.2 INDIA III (Zaroor, Choice, XXX)	Private support and Gates Foundation (calendar year 2016)	Source: DKT		
DKT/India (Mumbai), 1992.		Condoms 76,398,111	763,981	
		Pills 13,355,296	953,950	
		Injectables (3) 152,712	38,178	
		IUDs 189,999	835,996	
		EC 35,530	2,538	
		MA 1,056,711	1,796,409	
		MVA Kits 469	11,725	
		Miso Tabs 616,320	38,520	
		Total	4,441,296	6%
24.3 INDIA IV (Apsara, Mithun, Style)	Private, Gates Foundation, and Packard (calendar year 2016)	Source: DKT		
Bihar-based project started by DKT in 1996; now managed by Janani.		Condoms 20,444,494	204,445	
		Pills 823,761	58,840	
		Injectables 194,826	48,707	
		IUDs 6,019	26,484	
		EC 45,420	3,244	
		MA 289,585	492,295	
		MVA Kits 40	1,000	
		Miso Tabs 32,280	2,018	
		Total	837,031	-37%

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Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
24.4 INDIA V	MSI support	Source: MSI		
Started by MSI/PHS (Population Health Services) in 1999.	(calendar year 2016)	Condoms 103,897,660	1,038,977	
		Pills 1,786,167	127,583	
		Injectables 361,219	90,305	
		IUDs 88,040	387,376	
		EC 186,757	13,340	
		MA 1,362,211	2,315,759	
		Total	3,973,339	-2%
24.5 INDIA VI	Private support	Source: WHP		
Started by World Health Partners in 2009.		Condoms 2,205,700	22,057	
		Pills 793,836	56,703	
		Injectables 29,019	7,255	
		MA 97,757	166,187	
		Total	252,201	27%
24.6 INDIA VII	MSI	Source: MSI		
Started by MSI/India in 2013. (separate from India V)		Condoms 3,032,208	30,322	
		Pills 100	7	
		EC 16,560	1,183	
		MA 28,462	48,385	
		Total	79,897	-47%
25. INDONESIA	Gates Foundation, private support, National Philanthropic Trust	Source: DKT		
Started by DKT in 1996.		Condoms 133,431,276	1,334,313	
		Female Condoms 2,802	140	
		Pills 31,283,490	2,234,535	
		Injectables (3) 13,162,700	3,290,675	
		Injectables (1) 6,373,840	531,153	
		IUDs 208,614	917,902	
		Implants (4) 8,512	34,048	
		EC 47,652	3,404	
		Miso Tabs 263,450	16,466	
		Total	8,362,635	9%
26. IRAN	DKT	Source: DKT		
Started by DKT in 2014.		Condoms 1,897,920	18,979	
		IUDs 6,342	27,905	
		Total	46,884	NA
27. KENYA	DFID	Source: PSI		
Started by DKT and PSI in 1989.		Condoms 31,610,311	316,103	
		Free Condoms 8,237,600	41,188	
		Pills 5,419,601	387,114	
		Injectables 459,648	114,912	
		IUDs 16,342	71,905	
		Implants (3) 140,306	420,918	
		Implants (5) 84,015	420,075	
		Total	1,772,215	55%
27.1 KENYA II		Source: MSI		
Started by MSI in March 1986.		EC 36,948	2,639	
		MA 63,437	107,843	
		Total	110,482	21%
28. LAOS	Global Fund, Ministry of Health, and UN	Source: PSI		
Started by PSI in 1999.		Condoms 2,935,872	29,359	
		IUDs 10,848	47,731	
		Implants (3) 4,152	12,456	
		Miso Tabs 124,500	7,781	
		Total	97,327	12%

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29. LESOTHO	USAID, DOD, LESOTHO	Source: PSI		
Started by PSI in 2001.		Condoms 1,027,504	10,275	
		Free Condoms 11,861,420	59,307	
		Female Condoms 1,559,688	77,984	
		Pills 8,616	615	
		Injectables (2) 686	114	
		Injectables 3,255	814	
		IUDs 78	343	
		Implants (3) 828	2,484	
		Implants (4) 24	96	
		Implants (5) 16	80	
		EC 21	2	
		Total	152,115	-23%
30. LIBERIA	Global Fund	Source: PSI		
Started by PSI in 2008.		Condoms 1,014,608	10,146	
		Implants (5) 3,030	15,150	
		Total	25,296	NA
31. MADAGASCAR	USAID, Global Fund, and private funding	Source: PSI		
Started by SOMARC in 1996, now managed by PSI.		Condoms 5,892,786	58,928	
		Free Condoms 344,547	1,723	
		Female Condoms 20,721	1,036	
		Pills 2,631,504	187,965	
		Injectables 2,287,805	571,951	
		IUDs 22,521	99,092	
		Implants (3) 5,907	17,721	
		Implants (4) 106	424	
		Implants (5) 1,585	7,925	
		EC 11,880	849	
		MVA Kits 1,234	30,850	
		Total	978,463	-12%
32. MALAWI	USAID and KfW	Source: PSI		
Started by PSI in 1994.		Condoms 22,203,160	222,032	
		Free Condoms 4,015,632	20,078	
		Female Condoms 55,100	2,755	
		Free Female Condoms 36,158	904	
		Pills 104,659	7,476	
		Injectables 216,611	54,153	
		IUDs 1,888	8,307	
		Implants (3) 18,244	54,732	
		Implants (5) 27,381	136,905	
		EC 34,107	2,436	
		Total	509,778	56%
33. MALI	Dutch government, Orange, KfW, USAID, and anonymous donor	Source: PSI		
Started by PSI in 2000.		Free Condoms 204,200	1,021	
		Pills 197,942	14,139	
		Injectables 95,779	23,945	
		IUDs 23,183	102,005	
		Implants (3) 796	2,388	
		Implants (5) 28,256	141,280	
		MVA Kits 1,384	34,600	
		Miso tabs 3,333	208	
		Total	319,586	14%
33.1 MALI II	USAID	Source: Palladium		
Started by Palladium in 2015.		Condoms 16,287,921	162,879	
		Female Condoms 12,256	613	
		Pills 576,665	41,190	
		Injectables 387,707	96,927	
		IUDs 28,403	124,973	
		Implants (5) 23,162	115,810	
		Total	542,392	183%
33.2 MALI III	MSI support	Source: MSI		
Started by MSI in 2008.		MA 35,755	60,784	
		Total	60,784	NA

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34. MEXICO	DKT, Gates Foundation, Started by DKT in 2002.	Source: DKT		
	WestWind Foundation	Condoms 44,565,386	445,654	
		Female Condoms 8,031	402	
		IUDs 123,817	544,795	
		EC 273,636	19,545	
		MA 3,159	5,370	
		MVA Kits 1,137	28,425	
		Miso Tabs 84,600	5,288	
		Total	1,049,478	24%
35. MONGOLIA	UNFPA and MSI support Started by MSI in 2000.	Source: MSI		
		Condoms 5,255,953	52,560	
		Pills 167,922	11,994	
		IUDs 19,598	86,231	
		Implants (4) 826	3,304	
		EC 82,428	5,888	
		MA/MPAC 23,322	39,647	
		MVA Kits 160	4,000	
		Total	203,624	3%
36. MOZAMBIQUE	USAID, Dutch, private funding Started by PSI in 1995.	Source: PSI		
		Condoms 9,324,026	93,240	
		Free Condoms 167,691	838	
		Female Condoms 746	37	
		Free Female Condoms 4,868	122	
		Pills 78,465	5,605	
		Injectables 26,283	6,571	
		IUDs 2,632	11,581	
		Implants (4) 3,871	15,484	
		Implants (5) 5,532	27,660	
		Total	161,138	-40%
36.1 MOZAMBIQUE II	UNFPA, SIDA, Gates Foundation, Started by DKT in 2008.	Source: DKT		
	private, Bergstrom Foundation	Condoms 6,436,811	64,368	
		Pills 199,809	14,272	
		Injectables 27,480	6,870	
		IUDs 7,813	34,377	
		Implants (4) 11,163	44,652	
		Implants (5) 892	4,460	
		EC 53,187	3,799	
		MA 19,953	33,920	
		MVA Kits 704	17,600	
		Miso Tabs 260,730	16,296	
		Total	240,614	16%
37. NAMIBIA	USAID, The Global Fund, Started by PSI in 1997. Managed by Society for Family Health, a member of PSI's global network.	Source: PSI		
	US Department of Defense	Condoms 69,984	700	
		Free Condoms 1,753,718	8,769	
		Free Female Condoms 52,311	1,308	
		Total	10,776	-5%
38. NEPAL	USAID and KfW Started in 1973. Nepal Contraceptive Retail Sales (CRS).	Source: FHI360		
		Condoms 15,048,715	150,487	
		Pills 1,423,714	101,694	
		Injectables 837,478	209,370	
		IUDs 672	2,957	
		Implants (5) 684	3,420	
		EC 385,357	27,526	
		Total	495,453	12%
38.1 NEPAL II	MSI Started by MSI in 2002.	Source: MSI		
		Condoms 2,967,860	29,679	
		Pills 64,866	4,633	
		MA/MPAC 47,244	80,315	
		Total	114,627	10%
38.2 NEPAL III	Private support Activated by PSI in 2009.	Source: PSI		
		Free Condoms 41,934	210	
		Injectables 61,975	15,494	
		IUDs 20,679	90,988	
		Implants (5) 18,170	90,850	
		MA 68,029	115,649	
		Total	312,981	52%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
39. NICARAGUA	PSI, private support, Started by PSI in 1998.	Source: PSI Condoms 4,590,438 Pills 76,794 Injectables (1) 75 IUDs 6,598 Implants (5) 496 Implants (3) 945 MVA Kits 425 Miso Tabs 1,328	45,904 5,485 6 29,031 2,255 2,835 10,625 83	
		Total	96,225	44%
40. NIGER	KfW and technical support from GFA	Source: Animas Sutura Condoms 10,500,000 Pills 537,780 Injectables (3) 1,425	105,000 38,413 356	
		Total	143,769	9%
41. NIGERIA	BMGF, CIFF, USAID, and anonymous donor Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	Source: PSI Condoms 126,960,705 Free Condoms 24,724,944 Female Condoms 455,376 Pills 7,389,890 Injectables (3) 1,476,701 Injectables (2) 1,508,326 IUDs 131,204 Implants (5) 36,755 EC 1,790,360 MVA Kits 5,296 Miso Tabs 403,100	1,269,607 123,625 22,769 527,849 369,175 251,388 577,298 183,775 127,883 132,400 25,194	
		Total	3,610,962	18%
41.1 NIGERIA II	CIFF, Gates Foundation, DKT, and private support Started by DKT in 2013.	Source: DKT Condoms 47,036,024 Female Condoms 123,700 Pills 431,370 Injectables (3) 474,575 IUDs 51,562 Implants (3) 5,403 Implants (5) 27,630 EC 600,110 MVA Kits 14,277 Miso Tabs 4,158,328	470,360 6,185 30,812 118,644 226,873 16,209 138,150 42,865 356,925 259,896	
		Total	1,666,918	5%
41.2 NIGERIA III	Started by MSI in 2009.	Source: MSI Injectables (3) 200 MA/MPAC 97,302	50 165,413	
		Total	165,463	NA
42. PAKISTAN	KfW, USAID, private support Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	Source: PSI Condoms 129,974,877 Pills 1,181,767 Injectables (3) 584,611 Injectables (2) 322,720 Injectables (1) 115,700 IUDs 325,880 Implants (5) 279 EC 2,316,750	1,299,749 84,412 146,153 53,787 9,642 1,433,872 1,395 165,482	
		Total	3,219,787	37%
42.1 PAKISTAN II	Private, Gates Foundation, and DFID Started by DKT in 2012.	Source: DKT Condoms 16,272,720 Pills 1,024,905 Injectables (1) 24,126 Injectables (3) 142,144 IUDs 248,799 Implants (3) 2,894 Implants (5) 8,007 EC 172,172 MVA Kits 527 Miso Tabs 2,043,680	162,727 73,208 2,011 35,536 1,094,716 8,682 40,035 12,298 13,175 127,730	
		Total	1,570,117	110%

* 1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC; .33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales	CYP	% Chance from 2015
43. PANAMA	PSI	Source: PSI		
Started by PSI in 1996.		Condoms	3,655,170	36,552
		Total		36,552
				-10%
44. PARAGUAY	Self sustaining project	Source: PSI		
Started by PSI in 1996.		Condoms	3,064,620	30,646
		Pills	749,197	53,514
		EC	308,976	22,070
		Total		106,230
				7%
45. PHILIPPINES	Self sustaining program, Gates Foundation	Source: DKT		
Stated by DKT in 1990; managed by DKT.		Condoms	28,937,748	289,377
		Pills	27,615,334	1,972,524
		Injectables	588,756	147,189
		IUDs	69,796	307,102
		MVA Kits	1,042	26,050
		Total		2,742,243
				0%
45.1 PHILIPPINES II	MSI support	Source: MSI		
Implemented by MSI in January 1989.		Condoms	11,220	112
		Pills	3,471	248
		Injectables	10,081	2,520
		IUDs	144	634
		Implants (3)	3,410	10,333
		Total		13,847
				-81%
46. RWANDA	DFID, Netherlands government, KfW, USAID, and Global Fund	Source: PSI		
Started by PSI in 1993. PSI Rwanda + SFH Rwanda.		Condoms	16,515,067	165,151
		Free Condoms	993,900	4,970
		Pills	129,702	9,264
		Injectables	28,894	7,224
		Total		186,608
				50%
47. SENEGAL	USAID, private donor	Source: PSI		
Started by USAID in 1994, then spun off into ADEMAs and partnered with PSI in 2011.		Condoms	4,252,780	42,528
		Pills	509,798	36,414
		Injectables	300	75
		Total		79,017
				-9%
47.1 SENEGAL II	Gates, private, and DKT	Source: DKT		
Stated by DKT in 2015.		Condoms	1,799,856	17,999
		Total		17,999
				NA
47.2 SENEGAL III		Source: MSI		
Implemented by MSI in 2011.		MA/MPAC	14,650	24,905
		Total		24,905
				NA
48. SIERRA LEONE		Source: MSI		
Implemented by MSI in 1986.		EC	9,400.00	671
		MA/MPAC	10,456	17,775
		Total		18,447
				NA
49. SOUTH AFRICA	USAID, SIDA, CDC, DOD	Source: PSI		
Started by PSI in 1992.		Condoms	48,943,658	489,437
		Free Condoms	67,505,600	337,528
		Free Female Condoms	555,800	13,895
		Total		840,860
				-41%
50. SRI LANKA	Private support	Source: FPASL		
Now managed by Family Planning Association of Sri Lanka.		Condoms	9,866,249	98,662
		Pills	4,047,951	289,139
		Injectables	174,290	43,573
		IUDs	576	2,534
		Implants	176	533
		Total		434,442
				37%
50.1 SRI LANKA II		Source: MSI/SL		
Started by MSI in 1983. Managed by Population Services Lanka.		Condoms	6,840,537	68,405
		Pills	68,590	4,899
		Injectables	152,875	38,219
		Total		111,523
				73%

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** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales	CYP	% Change from 2015
51. SWAZILAND	CDC, UNITAID	Source: PSI		
Started by PSI in 2001.		Condoms	2,201,634	22,016
		Free Condoms	11,475,600	57,378
		Female Condoms	140,000	7,000
		Pills	632	45
		Injectables (1)	135	11
		Injectables (3)	460	115
		Total		86,566
				-16%
52. TANZANIA	Global Fund, DFID, large anonymous donor, KfW	Source: PSI		
Started by PSI in 1993.		Condoms	95,311,973	953,120
		Free Condoms	38,368,944	191,845
		Female Condoms	1,044,240	52,212
		Pills	2,199,765	157,126
		Injectables	99,181	24,795
		IUDs	73,373	322,841
		Implants (3)	36,012	108,036
		Implants (4)	1,091	4,364
		Implants (5)	16,497	82,485
		EC	39,879	2,849
		Miso Tabs	1,265,264	79,079
		Total		1,978,751
				9%
52.1 TANZANIA II	UNFPA, DKT, private, SIDA, and Gates Foundation	Source: DKT		
Started by DKT in 2015.		Condoms	3,607,588	36,076
		Female Condoms	23,390	1,170
		Pills	2,199,765	157,126
		Injectables	1,004	251
		IUDs	3,351	14,744
		EC	13,039	931
		MVA Kits	644	16,100
		Miso Tabs	28,817	1,801
		Total		228,199
				-9%
52.2 TANZANIA III	MSI	Source: MSI		
Started by MSI in 2004.		MA/MPAC	42,145	71,647
		Total		71,647
				NA
53. THAILAND	DKT	Source: DKT		
Started by DKT in 2008.		Condoms	465,312	4,653
		Pills	212,800	15,200
		IUDs	9,120	40,128
		MVA Kits	617	15,425
		Total		75,406
				10%
54. TURKEY	DKT	Source: DKT		
Started by DKT in 2008.		Condoms	4,927,230	49,272
		IUDs	20,750	91,300
		Total		140,572
				10%
55. UGANDA	Private support, large anonymous donor Cooperating Agency: PSI	Source: PSI		
Started by SOMARC in 1991; transferred to CMS in 1998; transferred to ASIDSMARK in 2003.		Condoms	1,263,372	12,634
		Free Condoms	1,315,910	6,580
		Free Female Condoms	1,000	25
		Pills	43,788	3,128
		Injectables	96,353	24,088
		IUDs	98,258	432,335
		Implants (3)	76,194	228,582
		Implants (5)	39,779	198,895
		MVA Kits	1,234	30,850
		Miso Tabs	1,616,650	101,041
		Total		1,038,157
				22%
55.1 UGANDA II	KfW and MSI support	Source: MSI		
Started by MSI in 1997; managed by MSI.		Condoms	13,356,050	133,561
		EC	56,633	4,045
		MA	57,817	98,289
		Total		133,561
				12%

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** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Program	Remarks	2016 Product Sales		CYP	% Chance from 2015
55.2 UGANDA III	USAID ,UNFPA, Civil society fund and Global Fund	Source: UHMG			
Founded through a USAID project in 2005 now managed UHMG		Condoms	7,596,200	75,962	
		Pills	2,690,100	192,150	
		Injectables	2,739,710	684,928	
		Total		953,040	12%
56. VIET NAM	DFID, EC, and IPPF	Source: MSI			
Implemented by MSI in 1989.		IUDs	166,645	733,238	
		Implants (4)	5,709	22,836	
		MA/MPAC	554,952	943,418	
		Total		1,699,492	27%
56.1 VIET NAM II	DKT	Source: DKT			
Implemented by DKT in 1993.		Condoms	6,627,208	66,272	
		Pills	8,218,914	587,065	
		IUDs	71,600	315,040	
		EC	83,176	5,941	
		MVA Kits	128	3,200	
		Total		977,519	3%
57. YEMEN	KfW	Source: MSI			
Started by MSI in 2001.		Condoms	3,323,302	33,233	
		Pills	608,975	43,498	
		Injectables	294,962	73,741	
		IUDs	63,085	277,574	
		Implants (3)	12,632	37,896	
		MA/MPAC	3,126	5,314	
		Total		471,256	108%
58. ZAMBIA	USAID, UNFPA, UNITAID, Women Care Global, SIDA	Source: PSI			
Started by PSI in 1992.		Condoms	836,352	8,364	
		Female Condoms	9,600	480	
		Pills	90	6	
		Injectables	1,592	398	
		IUDs	327	1,439	
		Implants (4)	116	464	
		Implants (5)	2,537	12,685	
		Total		23,836	-89%
58.1 ZAMBIA II	KfW	Source: MSI			
Started by MSI in 2007.		Implants (3)	40	120	
		EC	1,700	121	
		MA	18,278	31,073	
		Total		31,314	NA
59. ZIMBABWE	USAID, DFID, UNITAID	Source: PSI			
Started by SOMARC in 1988.		Condoms	25,178,622	251,786	
		Female Condoms	1,039,372	51,969	
		Free Female Condoms	14,000	70	
		Pills	381,188	27,228	
		Injectables	87,883	21,971	
		IUDs	1,752	7,709	
		Implants (3)	3,358	10,074	
		Implants (5)	16,746	83,730	
		EC	197,910	14,136	
		Total		468,673	-20%
GRAND TOTAL				76,690,686	

[To view reports dating back to 1991, visit our website.]

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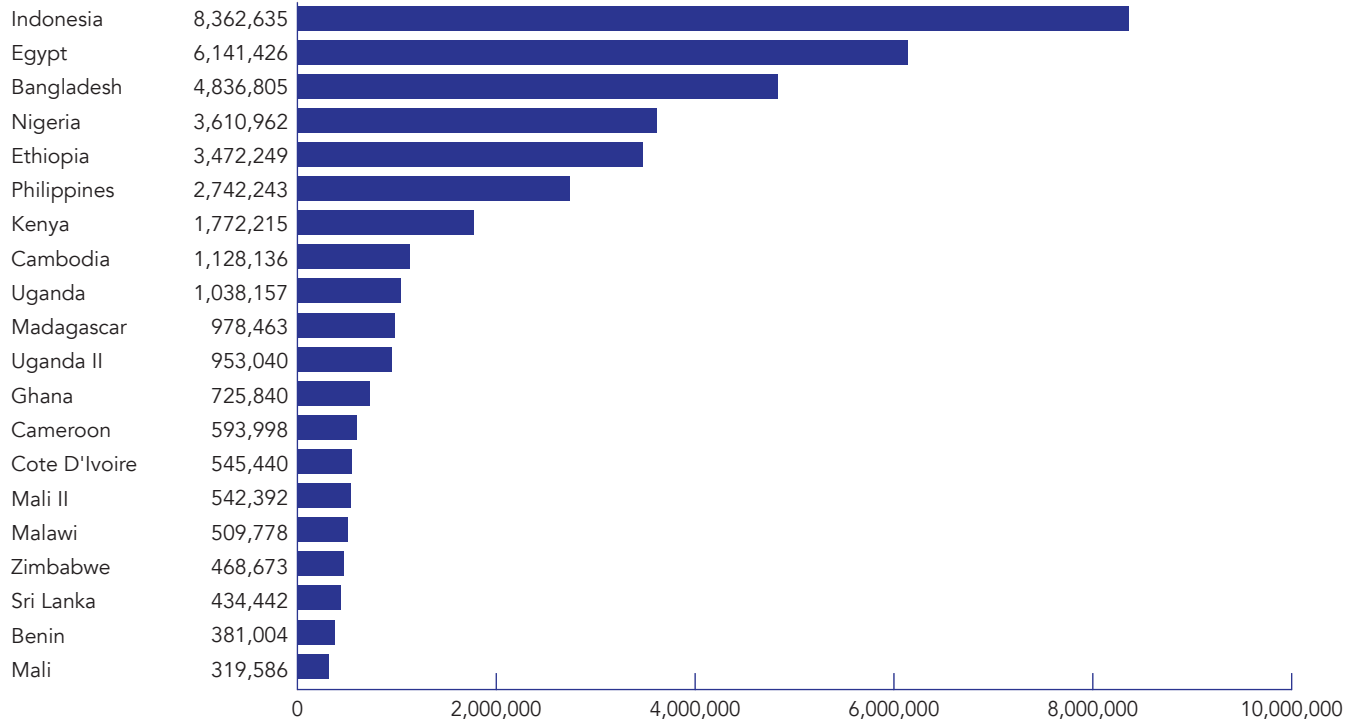
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

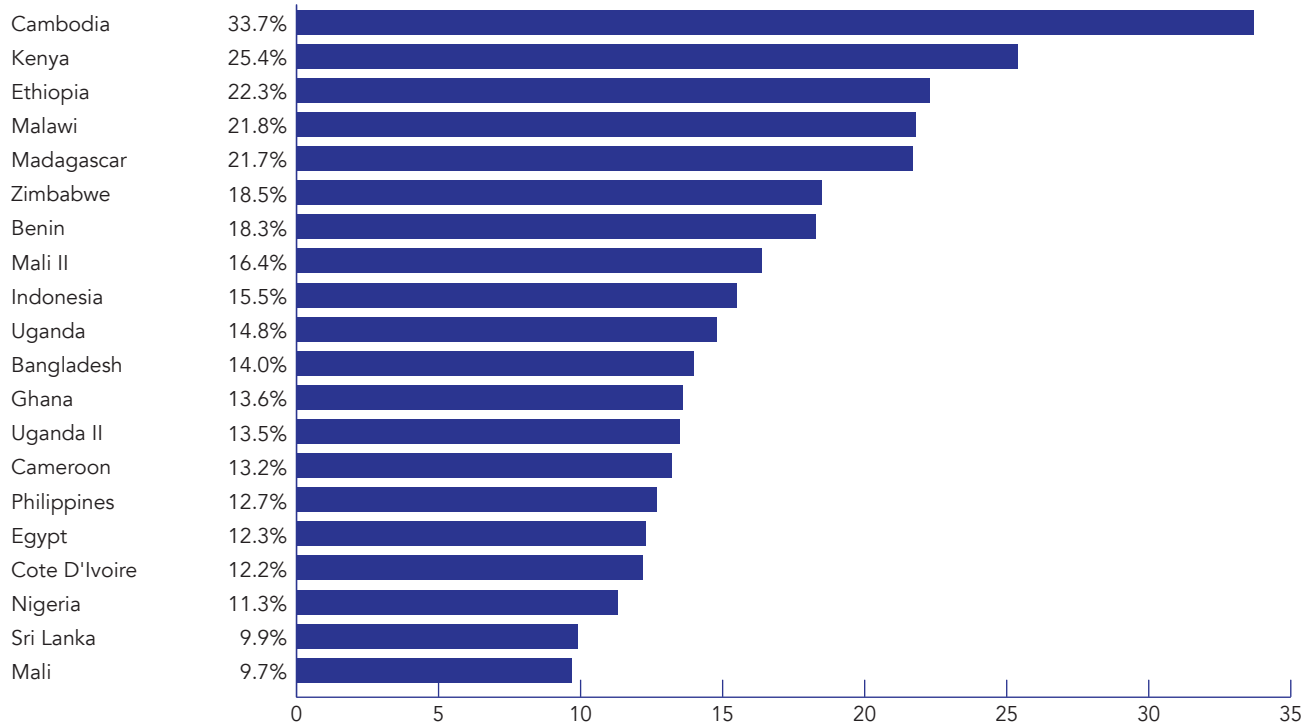
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



* Target market calculated as 75% of women aged 15–49.