

2018



CONTRACEPTIVE SOCIAL MARKETING STATISTICS



September 2019

CONNECT WITH US



Courtesy of
DKT International
1001 Connecticut Avenue NW
Suite 800
Washington DC 20036

SOCIAL MARKETING STATISTICS 2018

Highlights

	2018	2017	2016
Couple Years of Protection (CYPs)	88.4 million	80.0 million	74.9 million

Sales – 2018

Condoms	1,804,450,137 (94 programs)	Emergency Contraception (EC)	17,725,577 (62 programs)
Free Condoms	183,654,045 (25 programs)	Medical Abortion (MA)**	8,119,804 (35 programs)
Female Condoms.....	4,901,952 (21 programs)	Manual Vacuum Aspiration (MVA) Kits.....	177,072 (34 programs)
Free Female Condoms	1,830,371 (14 programs)	Cannulae	45,579 (5 programs)
Pills.....	204,621,849 (68 programs)	Misoprostal (Miso) Tabs.....	38,849,191 (55 programs)
Combined Injectables.....	46,722,685 (66 programs)	Mifepristone.....	744,915 (9 programs)
IUDs	7,164,421 (88 programs)	Vaginal Foaming Tablets.....	3,440,412 (1 programs)
Combined Implants	1,477,978 (56 programs)	Diaphragms.....	12 (1 programs)

Social Marketing Program Sales

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

Program	Remarks		2018	
			Product Sales	CYPs
1. Afghanistan (1) ASMO under Health Policy Project. Started by USAID in October 2010.	USAID support	Source: ASMO		
		Condoms	7,052,700	70,527
		Free Condoms	1,493,764	7,469
		Pills	1,252,780	89,484
		Injectables (3)	547,530	136,883
		Total	304,363	
2. Afghanistan (2) Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	1,780,735	17,807
		Pills	87,484	6,249
		Injectables (3)	51,814	12,954
		IUDs	16,271	71,592
		Implants (5) MVA	1,593 101	7,965 2,525
		Total	119,092	
3. Afghanistan (3) Started in 2018.	The Bill and Melinda Gates Foundation (BMGF), DKT, and private support	Source: DKT		
		Condoms	508,032	5,080
		IUDs	10,000	44,000
		Total	49,080	
4. Albania		Source: Nesmark Foundation		
		EC	423,720	26,483
		Total	26,483	
5. Algeria Started in 2018.	BMGF and private support	Source: DKT		
		IUDs	11,500	50,600
		Total	50,600	
6. Angola Started by Population Services International (PSI) in 2000.	Anonymous donor	Source: PSI		
		Condoms	3,793,904	37,939
		Pills	123,041	8,789
		IUDs	20,092	88,405
		Implants (5)	1,334	6,670
		EC	45,514	2,845
		Miso	195,208	12,201
		Total	156,848	
7. Australia		Source: MSI		
		MA	26,604	45,227
		Mife tabs only	2,249	141
		Total	45,367	
8. Bangladesh (1) Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: SMC		
		Condoms	127,037,674	1,270,377
		Pills	46,427,254	3,316,232
		Injectables (3)	2,468,224	617,056
		IUDs	6,792	29,885
		Implants (5)	3,523	17,615
		EC	1,028,379	64,274
		Total	5,315,439	

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

Program	Remarks		2018	
			Product Sales	CYPs
9. Bangladesh (2) Started by MSI in 1988.	MSI support	Source: MSI MA Miso	76,172 797,440	129,492 49,840
			Total	179,332
10. Benin (1) Started by DKT International (DKT) and PSI in 1989.	USAID, anonymous donor, Netherlands government, and Global Fund	Source: PSI Condoms Free Condoms Female Condoms Pills Injectables (2) IUDs Implants (5) MA Miso	4,658,955 683,616 9,985 220,233 69,077 28,346 66,745 93 207,864	46,590 3,418 200 15,731 11,513 124,722 333,725 158 12,992
			Total	549,048
11. Benin (2) Started by DKT in 2017.	BMGF, LAD, Hewlett support	Source: DKT Condoms IUDs EC MA MVA Miso	668,160 2,000 5,760 180 365 8,640	6,682 8,800 360 306 9,125 540
			Total	25,813
12. Brazil Started by DKT in 1991; managed by DKT do Brasil.	Self-sustaining project, BMGF Sales also include Bolivia, Ecuador, Uruguay, Paraguay, Argentina	Source: DKT Condoms IUDs MVA	121,763,894 46,337 7,346	1,217,639 203,883 215,300
			Total	1,636,822
13. Burkina Faso (1) Started by MSI in 2009.	MSI support	Source: MSI Condoms Female Condoms Pills Injectables (3) EC Miso	1,655,062 21 110,486 201 2,041 484,143	16,551 0 7,892 50 128 30,259
			Total	54,880
14. Burkina Faso (2) Started by DKT in 2016.		Source: DKT Condoms IUDs EC MA MVA	172,320 1,250 18,140 6,120 375	1,723 5,500 1,134 10,404 9,375
			Total	28,136
15. Burundi Started by PSI in 1990.	Netherlands government and Department of Defense (DoD) support	Source: PSI Condoms Free Condoms Free Female Condoms Pills Injectables (3) IUDs Implants (5) EC Miso	5,134,060 1,000,800 16,000 16,422 23,387 670 1,413 5,699 958	51,341 5,004 160 1,173 5,847 2,948 7,065 356 1,495
			Total	75,389
16. Cambodia Started by PSI in 1994.	USAID and private support	Source: PSI Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC MA	10,667,766 5,460,390 294,200 40,515 112 10,570 73,979 345,595	106,678 390,028 73,550 178,266 336 52,850 4,624 587,512
			Total	1,393,843

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

Program	Remarks	Product Sales	2018	
			CYPs	
17. Cameroon (1) Started by PSI and DKT in 1989.	UNFPA, Dutch (PSI Europe), and KfW support	Source: PSI Condoms Free Condoms Female Condoms Free Female Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC MA Miso	18,305,203 419,155 1,150,692 23,300 365,571 175,281 42,275 22,098 1,828 86,947 439 247,594	183,052 2,096 23,014 233 26,112 43,820 186,010 66,294 9,140 5,434 746 15,475
			Total	561,426
18. Cameroon (2)	ACMS support	Source: KfW Condoms Free Condoms Female Condoms Free Female Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC MVA Miso	17,401,777 1,351,645 930,416 26,685 342,744 170,812 39,303 22,189 550 8,085 241 333,106	174,018 6,758 18,608 267 24,482 42,703 172,933 66,567 2,750 505 6,025 20,819
			Total	536,436
19. Cameroon (3)	PPSAC (OCEAC)	Source: KfW Condoms Female Condoms	18,750,267 1,075,009	187,503 21,500
			Total	209,003
20. Cameroon (4) Started by DKT in 2016.	LAD, BMGF, and DKT, Hewlett, Packard, ClIFF, and GPP support	Source: DKT Condoms IUDs EC MA MVA Miso	6,097,680 6,782 20,820 5,120 1,915 120,332	60,977 29,841 1,301 8,704 76,600 7,521
			Total	184,944
21. Central African Republic	PPSAC (OCEAC)	Source: KfW Condoms	4,327,200	43,272
			Total	43,272
22. Chad	PPSAC (OCEAC)	Source: KfW Condoms Female Condoms	5,228,352 14,040	52,284 281
			Total	52,564
23. Chile Started by DKT in 2010.	Self-sustaining project	Source: DKT Condoms Female Condoms IUDs MVA	736,128 1,000,000 250 2,165	7,361 20,000 1,100 21,650
			Total	50,111
24. China (1) Started by MSI in 2003.	MSI support	Source: MSI MVA	66,532	1,663,300
			Total	1,663,300
25. China (2) Started by DKT in 1996.	Private support	Source: DKT Condoms	14,334,953	143,350
			Total	143,350
26. Colombia (1) PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: Profamilia Condoms Pills Injectables (1) Injectables (3) IUDs Implants (3) Implants (5) EC Miso	10,534,989 214,281 3,404,532 27,623 61,555 30,382 191,916 295,242 60,218	105,350 15,306 283,711 6,906 270,842 91,146 959,580 18,453 3,764
			Total	1,755,057

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Program	Remarks	Product Sales	2018	
			CYPs	
27. Colombia (2) Started in 2017.	BMGF support	Source: DKT MVA	1,250	12,500
		Total		12,500
28. Congo (1) (DRC/Kinshasa) Started by DKT in 2009. Some CYPs discounted for sales made to other NGOs and public sector.	Private, DFID, BMGF, CIFF, LAD, SIDA, and The David and Lucile Packard Foundation support	Source: DKT Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC MVA Miso	8,852,005 176,714 185,608 123,886 88,448 133,816 519,932 1,224 746,962	88,202 11,865 44,683 514,298 227,394 597,830 32,496 30,600 46,685
		Total		1,594,054
29. Congo (2) (DRC/Kinshasa) Started by PSI in 1988.	USAID support	Source: PSI Condoms Free Condoms	7,560,134 2,214,000	75,601 11,070
		Total		86,671
30. Congo (Brazzaville)	PPSAC (OCEAC)	Source: KFW Condoms Female Condoms	4,492,542 10,050	44,925 201
		Total		45,126
31. Costa Rica (1) Started in 2018.	BMGF support	Source: DKT Condoms IUDs	55,448 15,800	554 69,520
		Total		70,074
32. Costa Rica (2) Started by PSI in 2002.	PSI support	Source: PSI Condoms	1,937,134	19,371
		Total		19,371
33. Cote d'Ivoire (1) Started by DKT in 2017.	LAD, BMGF, DKT, Hewlett, Packard, CIFF, and GPP support Now includes sales from Togo	Source: DKT Condoms IUDs EC MA MVA Miso	2,768,269 7,762 21,120 900 2,798 20,160	27,683 29,753 1,320 1,530 77,320 1,260
		Total		138,865
34. Cote d'Ivoire (2) Started by PSI in 1998. by AIMAS.	DoD and Canadian government support	Source: PSI Free Condoms Free Female Condoms Pills Injectables (2) Injectables (3) IUDs Implants (3) Implants (5) EC	1,091,536 10,236 4,743 1,373 9,094 390 2,070 2,823 16	5,458 102 339 229 2,274 1,716 6,210 14,115 1
		Total		30,443
35. Egypt Started by DKT in 2004. Some CYPs discounted for sales made to other NGOs and public sector.	DKT and BMGF support	Source: DKT Condoms IUDs EC VFT	4,784,823 2,501,349 203,216 3,440,412	
		Total		2,500,894
36. El Salvador (1) Started in 2017.	BMGF support	Source: DKT Condoms IUDs	219,488 34,200	2,195 150,480
		Total		152,675
37. El Salvador (2) Founded by PSI/EL Salvador (PASMO) in 1998.	PSI and private support	Source: PSI Condoms Pills Injectables (1) IUDs Implants (5) MA Miso	3,240,573 23,012 21 5,889 1,316 5 7,092	32,406 1,644 2 25,912 6,580 9 443
		Total		66,995

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Program	Remarks	Product Sales	2018		
			CYPs		
38. Ethiopia (1) Started by DKT in 1990. Some CYPs discounted for sales made to other NGOs and public sector.	Dutch Postcode Lottery, DFID, LAD, EKN, BMGF, Hewlett, Packard, SIDA, and private support	Source: DKT Condoms Female Condoms Pills Injectables (3) IUDs Implants (3) EC MA MVA Miso	52,440,171 25,976 5,036,310 3,876,651 453,368 23,641 3,587,183 595,903 18,982 240,540		
			Total		4,140,024
39. Ethiopia (2) Started by PSI in 2003.	USAID, Gates Foundation, CIFF, and Maverick support	Source: PSI Free Condoms Free Female Condoms	23,871,707 138,000	119,359 1,380	
			Total		120,739
40. Ethiopia (3) Started by MSI in 1991. Clinic-based.		Source: MSI IUDs EC MA	80 67,345 38,563	352 4,209 65,557	
			Total		70,118
41. Ghana (1) Started by DKT in 2011.	LAD Now includes sales from Sierra Leone	Source: DKT Condoms Pills Injectables (1) Injectables (3) IUDs Implants (3) Implants (5) EC MA MVA Miso	12,494,681 91,896 19,995 579,667 10,700 4,263 4,280 1,688,172 85,198 2,892 40	124,947 6,564 1,666 144,917 47,080 12,789 21,400 105,511 87,691 78,540 3	
			Total		631,107
42. Ghana (2) Started by PSI in 2016.	USAID support	Source: PSI Condoms Pills Injectables (3)	14,700 1,969,200 1,376,481	147 140,657 344,120	
			Total		484,924
43. Ghana (3) Started by MSI in 2006.	MSI support	Source: MSI Injectables (1) Injectables (3) Implants (3) Implants (5) MA Miso	43 50 79 29 19,459 80,940	4 13 237 145 33,080 5,059	
			Total		38,537
44. Guatemala (1) Started by PSI in 1998.	PSI, LAD, and anonymous foundation support	Source: PSI Condoms Pills Injectables (1) Injectables (2) Injectables (3) IUDs Implants (5) Miso	11,375,952 134,944 96,009 47,698 355,462 17,888 18,749 788,887	113,760 9,639 8,001 7,950 88,866 78,707 93,745 4,931	
			Total		405,597
45. Guatemala (2) Started by DKT in 2014.	Private and BMGF support	Source: DKT Condoms IUDs Implants (3) Cannulae	1,320,830 9,500 5,000 11,808	13,208 41,800 7,500 23,616	
			Total		86,124
46. Haiti Started by DKT in January 1990. Turned over to PSI in 1991.	USAID, Dutch government, Global Fund, and Maverick support	Source: PSI Free Condoms Pills Injectables (3) IUDs Implants (3) EC	8,256,538 77,735 13,624 175 2,481 40,300	41,283 5,553 3,406 770 7,443 2,519	
			Total		60,973

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Program	Remarks		2018	
			Product Sales	CYPs
47. Honduras (1) Started in 2018.	BMGF support	Source: DKT IUDs Cannulae	15,000 615	66,000 1,230
		Total		67,230
48. Honduras (2) Started by PSI in 1998.	PSI and other anonymous foundation support	Source: PSI Condoms Injectables (1) Injectables (3) IUDs Implants (3)	4,116,704 9 21 407 22	41,167 1 5 1,791 66
		Total		43,030
49. India (1) Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999.	MSI support (calendar year 2018)	Source: MSI Condoms Pills Injectables (3) IUDs EC MA Miso Mife	162,054,476 12,968,614 449,205 218,982 328,586 2,516,471 2,412,076 500	1,620,545 926,330 112,301 963,521 20,537 4,278,001 150,755 31
		Total		8,072,020
50. India (2) Zaroor, Choice DKT/India (Mumbai), 1992.	Private, LAD, BMGF, Packard support (calendar year 2018)	Source: DKT Condoms Pills Injectables (3) IUDs EC MA MVA Miso	72,252,803 14,968,478 186,244 236,820 558,950 1,625,212 811 1,551,116	722,528 1,069,177 46,561 1,042,008 34,934 2,762,860 32,440 96,945
		Total		5,807,454
51. India (3) Masti and Pearl Started by PSI in 1988; now India Pvt Ltd.	BMGF and USAID support	Source: PSI Pills Injectables (3) IUDs EC	100,521 16,479 49,663 2,574	7,180 4,120 218,517 161
		Total		229,978
52. India LLC (4)	Self-sustaining project	Source: PSI Condoms Pills Injectables (3) IUDs EC MA	121,087,377 4,052,619 129,729 152,084 212,227 1,139,134	1,210,874 289,473 32,432 669,170 13,264 1,936,528
		Total		4,151,740
53. India, Janani (5) Apsara, Mithun, Style Bihar-based project started by DKT in 1996; Janani.	LAD, BHGF, and other private support (calendar year 2018)	Source: DKT Condoms Pills Injectables (3) IUDs EC MA MVA Miso	29,238,130 2,109,968 288,346 62,783 108,725 1,020,390 970 653,560	292,381 150,712 72,087 276,245 6,795 1,734,663 24,250 40,848
		Total		3,040,391
54. India (6) Deluxe and Mala-D	Government of India (GOI) Project (Figures are for fiscal year ended 3/3/19)	Source: GOI Condoms Pills	152,065,995 4,250,000	1,520,660 303,571
		Total		1,824,231
55. India (7) Started by World Health Partners (WHP) in 2009.	Private support	Source: World Health Partners Condoms Injectables (3) IUDs	1,301,400 16,125 1,170	13,014 4,031 5,148
		Total		22,193

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Program	Remarks		Product Sales	2018 CYPs
56. Indonesia Started by DKT in 1996. Some CYPs discounted for sales made to other NGOs and public sector.	Private support, LAD, BMGF	Source: DKT		
		Condoms	154,722,153	
		Female Condoms	5,855	
		Pills	32,987,940	
		Injectables (1)	8,131,200	
		Injectables (3)	13,436,000	
		IUDs	867,776	
		Implants (4)	13,141	
		EC	55,081	
		MVA	444	
		Miso	313,550	
		Total		9,361,058
57. Kenya (1) Started by DKT and PSI in 1989.	DFID support	Source: PSI		
		Condoms	25,124,074	251,241
		Free Condoms	28,851,120	144,256
		Pills	3,679,925	262,852
		Injectables (3)	267,954	66,989
		IUDs	17,952	78,989
		Implants (3)	1	3
		Implants (5)	52,937	264,685
		EC	1,413	88
		Total		1,069,102
58. Kenya (2) Started by DKT in 2016.	BMGF, CIFF, Dutch Postcode Lottery, SIDA, LAD support	Source: DKT		
		Condoms	3,816,558	38,166
		Injectables (3)	34,278	5,445
		IUDs	11,207	42,304
		EC	117,377	7,334
		MA	34,949	23,129
		MVA	848	17,400
		Miso	189,864	7,931
		Total		141,708
59. Kenya (3) Started by MSI in 1986.	MSI support	Source: MSI		
		Injectables (3)	741	185
		MA	6,892	11,716
		Miso	870,360	54,398
		Mife	27,446	1,715
		Total		68,015
60. Laos Started by PSI in 1999.	Global Fund, Ministry of Health, and UN support	Source: PSI		
		Condoms	3,760,689	37,607
		Pills	27,424	1,959
		Injectables (3)	18,162	4,541
		IUDs	11,545	50,798
		Implants (3)	11,434	34,302
		Miso	203,208	12,701
		Total		141,907
61. Lesotho Started by PSI in 2001.	USAID, DoD, and CDC support	Source: PSI		
		Free Condoms	13,845,256	69,226
		Female Condoms	96,546	1,931
		Pills	17,197	1,228
		Injectables (2)	2,864	477
		Injectables (3)	12,574	3,144
		Implants (3)	6	18
		Implants (5)	12	60
		EC	20	1
		Total		76,086
62. Liberia (1) Started by PSI in 2008.	Global fund support	Source: PSI		
		Condoms	1,042,072	10,421
		Free Condoms	606,240	3,031
		Free Female Condoms	253	3
		Total		13,454
63. Liberia (2) Started by DKT in 2018.		Source: DKT		
		Condoms	166,158	1,662
		Pills	32,600	2,329
		IUDs	1,153	5,073
		EC	1,030	64
		MA	649	1,103
		MVA	52	1,300
		Miso	1,964	123
		Total		11,654

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Program	Remarks		2018	
			Product Sales	CYPs
64. Madagascar Started by SOMARC in 1996, now managed by PSI.	USAID, Global Fund, and private funding	Source: PSI Condoms Free Condoms Pills Injectables (3) IUDs Implants (3) EC Miso	2,305,266 19,479,201 2,002,468 2,225,637 19,721 38,185 20 106,799	23,053 97,396 143,033 556,409 86,772 114,555 1 6,675
		Total		1,027,895
65. Malawi (1) Started by PSI in 1994.	USAID, DFID, and KfW support	Source: PSI Condoms Free Condoms Female Condoms Free Female Condoms Pills Injectables (3) IUDs Implants (3) Implants (4) Implants (5) EC	17,252,824 10,466,262 86,203 151,992 222,981 128,041 5,154 21,840 30,000 28,099 15,539	172,528 52,331 1,724 1,520 15,927 32,010 22,678 65,520 120,000 140,495 971
		Total		625,705
66. Malawi (2)		Source: MSI Condoms EC Miso	849,496 5,337 26,085	8,495 334 1,630
		Total		10,459
67. Mali (1) Started by Palladium in 2015; Keneya Jemu Kan (KJK) Social Marketing.	USAID support	Source: KJK Condoms Female Condoms Pills Injectables (1) Injectables (3) IUDs	15,323,220 14,551 888,676 752,231 11,995 49,370	153,232 291 63,477 62,686 2,999 217,228
		Total		499,913
68. Mali (2) Started by PSI in 2000.	Dutch government, Orange, KfW, USAID, and anonymous donor support	Source: PSI Free Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) Miso	200 5,695 37,836 28,316 14,900 43,786 25,212	1 407 9,459 124,590 44,700 218,930 1,576
		Total		399,663
69. Mali (3) Started by MSI in 2008.	MSI support	Source: MSI Miso	643,032	40,190
		Total		40,190
70. Mali (4) Started by DKT in 2017.	BMGF, LAD, CIFF, and SIDA support	Source: DKT Condoms IUDs EC MVA Miso	486,720 2,080 5,120 500 135,360	4,867 9,152 320 12,500 8,460
		Total		35,299
71. Mexico Started by DKT in 2002. Some CYPs discounted for sales made to other NGOs and public sector.	BMGF support Also includes sales from Puerto Rico and the Dominican Republic	Source: DKT Condoms Female Condoms Pills Injectables (1) IUDs Implants (5) EC MA MVA Cannulae Miso Mife	47,935,632 17,371 41,339 30,880 107,200 1,602 528,885 2,802 5,158 8,714 265,872 996	479,356 347 2,953 2,573 471,680 8,010 33,055 4,763 204,180 16,500 27,750 200
		Total		1,258,219

* 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		2018	
			Product Sales	CYPs
72. Mongolia Started by MSI in 2000.	UNFPA and MSI support	Source: MSI		
		Condoms	5,232,109	52,321
		Pills	187,600	13,400
		IUDs	21,340	93,896
		Implants (4)	2,947	11,788
		EC	109,703	6,856
		MA	2,157	3,667
		MVA	85	2,125
		Miso	120,738	7,546
		Mife	147,402	9,213
		Total		200,812
73. Mozambique (1) Started by PSI in 1995.	USAID, Dutch, CLIFF, and private funding	Source: PSI		
		Condoms	13,175,544	131,755
		Free Condoms	6,624	33
		Pills	221,769	15,841
		Injectables (3)	314,342	78,586
		IUDs	8,354	36,758
		Implants (3)	40	120
		Implants (5)	28,236	141,180
		EC	575	36
		Total		404,308
74. Mozambique (2) Started by DKT in 2008. Some CYPs discounted for sales made to other NGOs and public sector.	UNFPA, PSI, LAD, BMGF, SIDA, and private support	Source: DKT		
		Condoms	4,759,801	47,598
		Pills	402,610	28,758
		Injectables (3)	37,341	9,335
		IUDs	9,928	43,683
		Implants (4)	2,603	10,412
		Implants (5)	19,821	99,105
		EC	66,949	4,184
		MA	57,454	90,192
		MVA	42	1,050
		Miso	278,430	17,402
		Total		351,719
75. Myanmar (1) Started by PSI in 1996.	UNOPS and USAID support	Source: PSI		
		Condoms	12,893,474	128,935
		Female Condoms	79,641	1,593
		Pills	5,856,883	418,349
		Injectables (3)	376,475	94,119
		IUDs	2,053	9,033
		Implants (3)	6,278	18,834
		Total		670,863
76. Myanmar (2) Started by DKT in 2014.	Packard, DKT, BMGF, SIDA, LAD and LAD support	Source: DKT		
		Condoms	5,847,821	58,478
		Pills	1,105,765	78,983
		Injectables (3)	573,164	143,291
		IUDs	37,268	163,979
		Implants (4)	4,226	16,904
		EC	1,621,833	101,365
		MVA	1,086	16,738
		Total		579,738
77. Myanmar (3) Started by MSI in 1998.	DFID and MSI support	Source: MSI		
		Condoms	1,120,289	11,203
		Female Condoms	1,276	26
		Pills	4,199,797	299,986
		Injectables (3)	1,045	261
		IUDs	597	2,627
		Implants (3)	483	1,449
		Implants (5)	266	1,330
		EC	17,099	1,069
		Miso	103,558	6,472
		Total		324,422
78. Nepal (1) Started in 1973 by Nepal Contraceptive Retail Sales (CRS).	USAID and KfW support	Source: CRS		
		Condoms	9,898,546	98,985
		Pills	2,120,146	151,439
		Injectables (1)	1,045,961	87,163
		IUDs	1,504	6,618
		Implants (3)	1,251	3,753
		EC	458,012	28,626
		Total		376,584

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

Program	Remarks		2018	
			Product Sales	CYPs
79. Nepal (2) Started by MSI in 2002.	MSI support	Source: MSI Condoms EC MA	1,989,084 797,090 169,983	19,891 49,818 288,971
		Total	358,680	
80. Nepal (3) Activated by PSI in 2009.	Private support	Source: PSI Free Condoms Pills IUDs Implants (5) EC MA	2,148 15,134 24,057 41 221 123,838	11 1,081 105,851 205 14 210,525
		Total	317,686	
81. Nicaragua Started by PSI in 1998.	PSI, LAD, and anonymous foundation support	Source: PSI Condoms Pills Injectables (1) Injectables (3) IUDs Implants (3) Implants (5) Miso	3,880,941 300 312 62 6,143 1,763 1,195 37,969	38,809 21 26 16 27,029 5,289 5,975 2,373
		Total	79,539	
82. Niger Started by PSI in 2013.	US Department of Defense, USAID, and anonymous donor support	Source: PSI Pills Injectables (3) IUDs Implants (3) Implants (5) Miso	98,610 40,305 3,388 7,534 1,485 102,100	7,044 10,076 14,907 22,602 7,425 6,381
		Total	68,435	
83. Nigeria (1) Started by DKT in 2013.	Cliff, Gates Foundation, DKT, LAD, and private support	Source: DKT Condoms Pills Injectables (3) IUDs Implants (3) EC MPAC MVA Miso Diaphragms	76,622,873 4,300,664 375,250 99,709 35,940 930,740 116,845 13,574 8,005,168 12	766,229 307,190 93,813 438,720 107,820 58,171 198,637 542,960 500,323 12
		Total	3,013,874	
84. Nigeria (2)	Large anonymous donor	Source: PSI Pills Injectables (3) IUDs Implants (5) Miso	1,376 2,423 72,813 29,200 2,380,620	98 606 320,377 146,000 148,789
		Total	615,870	
85. Nigeria (3) Started by MSI in 2009.		Source: MSI Condoms MPAC Miso	1,152 26,162 4,512,034	12 44,475 282,002
		Total	326,489	
86. Nigeria (4) Started by PSI and DKT in 1988-90; now managed by Society for Family Health (SFH) with technical assistance from PSI.	USAID, Gates Foundation, Cliff support	Source: PSI Pills Injectables (1) Injectables (2) Injectables (3) IUDs Implants (3) Implants (4) Implants (5) EC	5,586 37 5,875 6,118 1,195 4,133 288 2,833 60	399 3 979 1,530 5,258 12,399 1,152 14,165 4
		Total	35,889	

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

Program	Remarks		2018	
			Product Sales	CYPs
87. Pakistan (1) Started by DKT in 2012.	LAD, KfW, DFID, and private support	Source: DKT		
		Condoms	33,545,387	335,454
		Pills	855,795	61,128
		Injectables (1)	21,337	1,778
		Injectables (3)	152,413	38,103
		IUDs	393,134	1,729,790
		Implants (5)	1,247	6,235
		EC	88,335	5,521
		MVA	1,488	46,260
		Miso	2,699,460	168,716
		Total		2,392,985
88. Pakistan (2) Cooperating agency: Greenstar. Started by PSI Marketing Associates in 1986;	DFID and LAD support	Source: PSI/Greenstar		
		Condoms	133,792,588	1,337,926
		Pills	1,004,634	71,760
		Injectables (1)	122,300	10,192
		Injectables (2)	144,514	24,086
		Injectables (3)	451,716	112,929
		IUDs	129,166	568,330
		Implants (5)	10,646	53,230
		EC	2,080,232	130,015
		Miso	1,168,930	73,058
		Total		2,381,525
89. Pakistan (3) Program started by PSI Marketing.	DFID support	Source: PSI		
		Condoms	3,369,589	33,696
		Pills	739,473	52,820
		Injectables (3)	272,005	68,001
		IUDs	63,400	278,960
		Total		433,477
90. Pakistan (4) Started by MSI in 2003.	Funded by MSI	Source: MSI		
		Condoms	2,210,976	22,110
		Total		22,110
91. Panama (1) Started by DKT in 2017.	BMGF support	Source: DKT		
		IUDs	1,955	8,602
		Cannulae	19,800	39,600
		Total		48,202
92. Panama (2) Started by PSI in 1996.	PSI support	Source: PSI		
		Condoms	3,308,400	33,084
		Total		33,084
93. Paraguay Started by PSI in 1996.	Self-sustaining program	Source: PSI		
		Condoms	3,450,963	34,510
		Pills	705,736	50,410
		EC	338,724	21,170
		Total		106,090
94. Peru Started by DKT in 2018.	BMGF support	Source: DKT		
		IUDs	600	2,640
		MVA	1,300	13,000
		Total		15,640
95. Philippines Started by DKT in 1990.	BMGF support, self-sustaining program	Source: DKT		
		Condoms	34,715,604	347,156
		Pills	27,377,379	1,955,527
		Injectables (3)	1,728,600	432,150
		IUDs	56,627	249,159
		MVA	1,042	41,680
		Total		3,025,672
96. Rwanda Started by PSI in 1993; PSI Rwanda and SFH Rwanda.	DFID, Netherlands Government support	Source: PSI		
		Condoms	13,673,659	136,737
		Free Condoms	22,662	113
		Pills	170,171	12,155
		Injectables (3)	42,020	10,505
		Total		159,510
97. Saudi Arabia Started by DKT in 2018.	BMGF support	Source: DKT		
		IUDs	12,000	52,800
		Total		52,800

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

Program	Remarks		2018	
			Product Sales	CYPs
98. Senegal (1) Started by USAID in 1994, then spun off into (ADEMAS) and partnered with PSI in 2011.	USAID, private donor	Source: PSI Condoms Pills Injectables (3) IUDs Implants (3) Implants (4) Implants (5)	5,947,910 664,534 14,670 27 127 2 157	59,479 47,467 3,668 119 381 8 785
			Total	111,906
99. Senegal (2) Started by DKT in 2016.	LAD, BMGF, DKT, Hewlett, GPP, ClIFF support Now includes sales from Gambia, Guinea Bissau, and Mauritania	Source: DKT Condoms IUDs MVA	4,321,512 2,630 974	43,215 11,572 36,090
			Total	90,877
100. Senegal (3) Started by MSI.	MSI support	Source: MSI Miso	242,400	15,150
			Total	15,150
101. Sierra Leone Started by MSI in 1986.		Source: MSI EC MPAC Miso Mife	40,884 12,720 191,800 200	2,555 21,624 11,988 13
			Total	36,179
102. PSI South Africa (1) Started by PSI in 1992.	Self-sustaining project	Source: PSI Condoms EC	35,170,850 3,000	351,709 188
			Total	351,896
103. South Africa (2) Started by PSI in 1992.	USAID, SIDA, CDC, and DoD support	Source: PSI/SHF Free Condoms Free Female Condoms	39,319,200 1,108,500	196,596 11,085
			Total	207,681
104. Sri Lanka (1) Managed by Population Services Lanka.	Private support	Source: Population Services Lanka Condoms Pills Injectables (3) IUDs Implants (5) EC Miso	2,690,499 11,265 83,122 1,170 1,207 142,514 100,000	26,905 805 20,781 5,148 6,035 8,907 6,250
			Total	74,830
105. Sri Lanka (2) Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	IPPF	Source: FPASL Condoms Pills Injectables (3) IUDs Implants (5) EC	885,304 1,937,097 197,976 990 521 1,588,847	8,833 138,364 49,494 4,356 2,605 99,303
			Total	302,975
106. Swaziland Started by PSI in 2001.	CDC, USAID support	Source: PSI Condoms Free Condoms Female Condoms Pills Injectables (1) Injectables (3) Implants (3)	5,072,763 11,994,690 116,500 692 537 1,194 170	50,728 59,973 2,330 49 45 299 510
			Total	113,934
107. Tanzania (1) Started by PSI in 1993.	Global Fund, DFID, anonymous donor KfW, Gates Foundation, ClIFF, and Vodafone support	Source: PSI Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC Miso	9,719,136 362,444 279,517 70,134 63,261 33,402 1,479 1,217,412	97,191 25,889 69,879 308,590 189,783 167,010 92 76,088
			Total	934,523

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

Program	Remarks	Product Sales	2018		
			CYPs		
108. Tanzania (2) Started by DKT in 2015. Some CYPs discounted for sales made to other NGOs and public sector.	LAD, DKT, private, SIDA, and Gates support	Source: DKT Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) EC MVA Miso	3,923,732 290,034 927 11,696 880 962 157,181 817 307,174		165,220
109. Thailand Started by DKT in 2008.	DKT support	Source: DKT Condoms IUDs MVA	200,736 6,892 780	2,007 30,325 27,990	60,322
110. Turkey Started by DKT in 2008.	DKT support	Source: DKT Condoms IUDs EC	3,532,389 31,093 61,212	35,324 136,809 3,826	175,959
111. Uganda (1) Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	Private, large anonymous donor, DoD, and CDC support	Source: PSI Condoms Free Condoms Free Female Condoms Pills Injectables (3) IUDs Implants (3) Implants (5) MA Miso	1,785,384 17,119,154 105,995 48,072 143,797 209,957 155,892 75,622 15,277 452,532	17,854 85,596 1,060 3,434 35,949 923,811 467,676 378,110 25,971 28,283	1,967,743
112. Uganda (2) Started by MSI in 1997; managed by MSI.	KfW support	Source: MSI Condoms EC MPAC Miso Mife	9,206,772 166,113 9,073 2,024,312 1,081	92,068 10,382 15,424 126,520 68	244,461
113. Uganda (3) Started by DKT in 2017.	BMGF, CIFF, LAD, SIDA support	Source: DKT Condoms Injectables (3) IUDs EC MA MVA Miso	2,143,914 6,314 1,117 88,459 8,960 615 55,644	21,439 1,549 4,915 5,529 10,974 9,350 2,529	56,284
114. Venezuela Started by DKT in 2016.	DKT support, CIFF, BMGF	Source: DKT Condoms Pills Injectables (1) IUDs Implants (3) Cannulae	1,119,757 35,000 35,000 155,017 32,000 4,642	11,198 2,500 2,917 369,679 48,000 9,284	443,577
115. Vietnam (1) Started by DKT in 1993.	DKT support	Source: DKT Condoms Pills IUDs EC MVA	5,765,961 11,797,739 145,610 156,380 2,920	57,660 842,696 640,684 9,774 116,800	1,667,613
116. Vietnam (2) Started by MSI in 1989.	DFID, EC, and IPPF support	Source: MSI IUDs Implants (4) Miso Mife	151,255 463 3,440,911 560,038	665,522 1,852 215,057 35,002	917,433

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Program	Remarks		2018	
			Product Sales	CYPs
117. Yemen Started by MSI in 2001.	KfW support	Source: MSI		
		Condoms	2,519,883	25,199
		Pills	794,030	56,716
		Injectables (3)	149,993	37,498
		IUDs	52,186	229,618
		Implants (3)	10,583	31,749
		Miso	232,565	14,535
		Total		395,316
118. Zambia (1) Started by USAID, Discover Health Project, John Snow (JSI), and Palladium.	USAID	Source: The Palladium Group		
		Condoms	19,290,096	192,901
		Pills	589,152	42,082
Total		234,983		
119. Zambia (2) Started by PSI in 1992.	USAID and UNITAID support	Source: PSI		
		Female Condoms	97,728	1,955
		Free Female Condoms	3,020	30
		Pills	64,379	4,599
		Injectables (2)	19,835	3,306
		Injectables (3)	157,477	39,369
		IUDs	2,770	12,188
		Implants (3)	4,567	13,701
		Implants (4)	1	4
		Implants (5)	24,703	123,515
		Total		198,666
120. Zambia (3) Started by MSI in 2007.	KfW support	Source: MSI		
		MPAC	26,653	45,310
		Miso	5,581	349
Total		45,659		
121. Zimbabwe (1)		Source: MSI		
		EC	490	31
		MVA	36,280	907,000
Total		907,031		
122. Zimbabwe (2) Started by SOMARC in 1988.	USAID and SIDA support	Source: PSI		
		Condoms	17,748,320	177,483
		Female Condoms	169,980	3,400
		Free Female Condoms	224,000	2,240
		Pills	66,646	4,760
		Injectables (3)	55,213	13,803
		IUDs	1,271	5,592
		Implants (3)	668	2,004
		Implants (5)	9,887	49,435
		EC	170,791	10,674
		Total		269,392
GRAND TOTAL			88,414,891	

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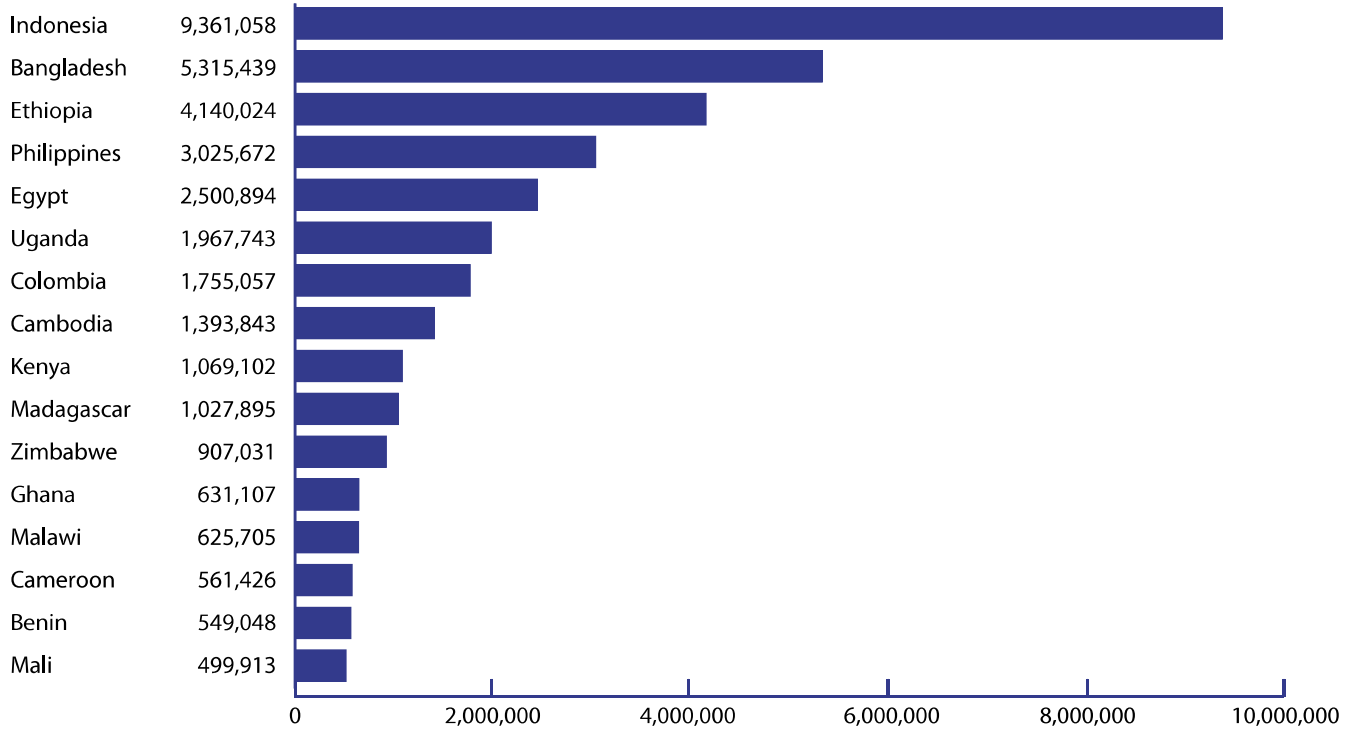
** Medical abortion (MA) = mifepristone and misoprostol sold in combination.

Best Programs

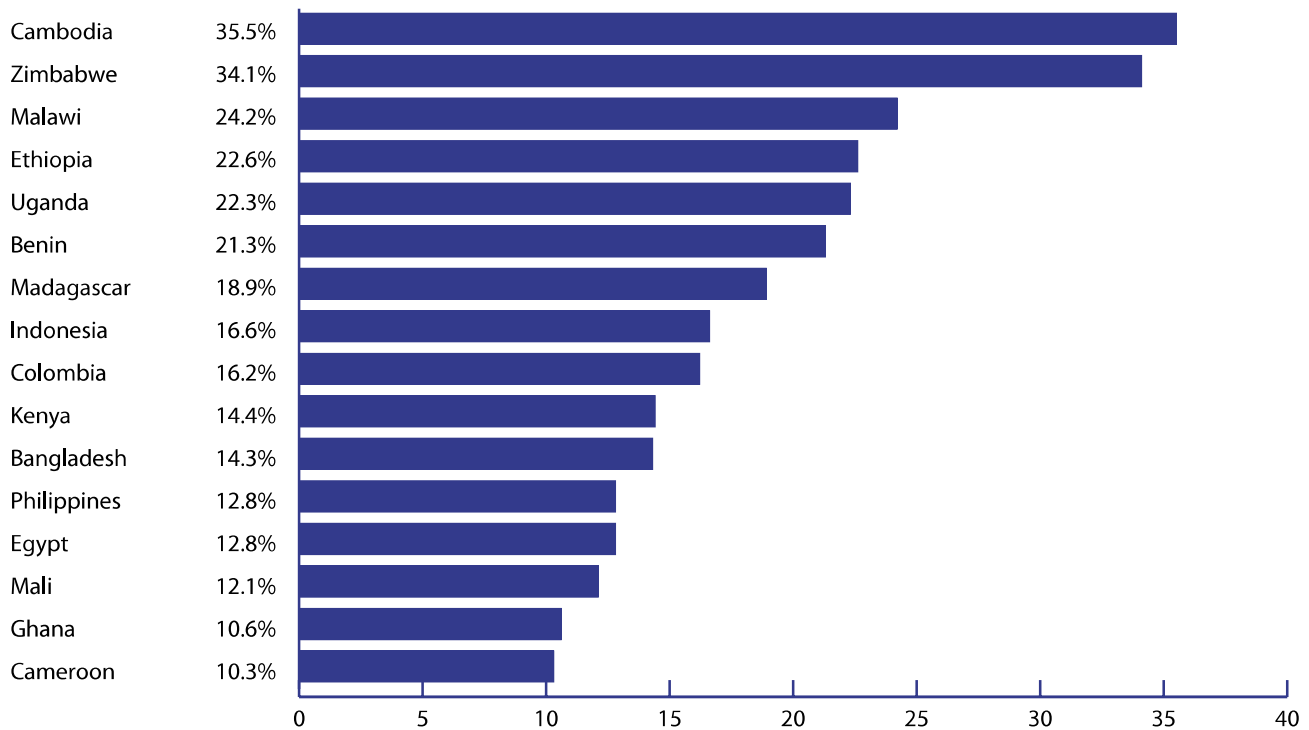
The following programs qualify for the “Best Programs” list by

- delivering more than 300,000 CYPs, and
- reaching more than 10% of their target markets.

Ranked by Program Size



Ranked by Percent of Target Market*



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