

OTC Contraceptives - US - July 2014

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“Despite an uptick in sales from 2013-14, the contraceptives market is still up against several challenges.

An aging population puts downward pressure on the market, as usage declines among older, monogamous couples. Furthermore, competition from distribution of free or low-cost contraceptives cuts into sales.”

– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Most people stop using contraceptives in a monogamous relationship
- Despite high rates of STDs/STIs, contraceptives are mainly used for pregnancy prevention
- Free contraceptives are a competitive threat

The prevalence of STDs/STIs suggests that the contraceptives market is prime for growth. Yet sales have staggered in recent years. An aging population negatively impacts contraception sales, and consumers prefer products that focus more on pregnancy prevention, often turning to prescription products to meet this need. The prescription-only to OTC (over the counter) Plan B switch boosted sales of female contraceptives and thus the overall market.

This report explores contraceptive and personal lubricant usage as well as attitudes and behaviors toward purchasing products. Attitudes toward sexual health and wellness will also be discussed to garner insights into ways to increase contraceptive usage.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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