

**2002  
CONTRACEPTIVE SOCIAL MARKETING  
STATISTICS**

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

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# SOCIAL MARKETING STATISTICS 2001

Highlights	2002	2001	2000
CYPs		26.8 million	23.4 million

## Sales—2002

Condoms	1,593,927,018
Pills	117,173,840
IUDs	497,949
Injectables	9,754,254
Female Condoms	1,971,758

## Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYP's.

PROGRAM NAME	REMARKS	2002 PRODUCT SALES	CYP*	% CHANGE
<b>1. ALBANIA</b> Started by Population Services International (PSI) in 1995.	UNFPA support Cooperating agency: PSI	Source: PSI Condoms 1,457,148	14,571	
		TOTAL	14,571	13%
<b>1.1 ALBANIA II</b> Started by Marie Stopes International (MSI) in 1997.		Source: MSI Condoms 1,455,600 Pills 80,241 EC 35,161	14,556 5,732 3,907	
		TOTAL	24,195	22%
<b>2. ANGOLA</b> Started By PSI in 2000.	USAID and private funding	Source: PSI Condoms 7,036,344	70,363	
		TOTAL	70,363	130%
<b>3. BANGLADESH</b> Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID Condoms 152,160,000 Pills 31,420,000 Injectables 417,430	1,521,600 2,244,286 104,358	
		TOTAL	3,870,244	9%
<b>4. BENIN</b> Started by DKT International (DKT) and PSI in 1989.	USAID support Cooperating agency: PSI	Source: PSI Condoms 8,595,120 Pills 103,395 Injectables 14,330	85,951 7,385 3,583	
		TOTAL	96,919	22%
<b>5. BOLIVIA</b> Started by SOMARC in 1988; managed through Prosalud; project transferred to PSI in 1995.	USAID and UNAIDS support Cooperating agency: PSI	Source: PSI Condoms 6,223,778 Female Condoms 22,785 Pills 491,992 Injectables 148,569	62,238 1,139 35,142 37,142	
		TOTAL	135,661	30%
<b>6. BOTSWANA</b> Started by PSI in 1993.	Government of Botswana and private support Cooperating agency: PSI	Source: PSI Condoms 2,316,896 Female Condoms 26,648	23,169 1,332	
		TOTAL	24,501	-20%
<b>7. BRAZIL</b> Started by DKT in 1991; managed by DKT do Brasil.	Private and AIDSMark support	Source: DKT Condoms 62,990,640 Female Condoms 344,860	629,906 17,243	
		TOTAL	647,149	-3%
<b>8. BURKINA FASO</b> Started by PSI in 1991.	KfW support Cooperating agency: PSI	Source: PSI Condoms 15,884,264 Pills 176,332	158,843 12,595	
		TOTAL	171,438	17%
<b>9. BURMA (Myanmar)</b> Started by PSI in 1996.	Private and UN support Cooperating agency: PSI	Source: PSI Condoms 17,070,881 Pills 112,616 Injectables 119,448 EC 5,423	170,709 8,044 29,862 603	
		TOTAL	209,218	64%

\* 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

(Emergency Contraception)  
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<b>10. BURUNDI</b> Started by PSI in 1994.	USAID, DFID, Private, and UN support Cooperating agency: PSI	Source: PSI Condoms	1,299,214	12,992	
			TOTAL	12,992	28%
<b>11. CAMBODIA</b> Started by PSI in 1994.	USAID, DFID, and Dutch government support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	18,475,700 1,501,368 23,839	184,757 107,241 5,960	
			TOTAL	297,958	37%
<b>12. CAMEROON</b> Started by PSI and DKT in 1989.	USAID and KfW funding Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills Injectables	17,523,045 16,300 258,200 10,080	175,230 815 18,443 2,520	
			TOTAL	197,008	20%
<b>13. CENTRAL AMERICA REGIONAL</b> (Honduras, Guatemala, Nicaragua, Belize, El Salvador, Costa Rica, Panama.)	USAID support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	6,770,545 541	67,705 27	
			TOTAL	67,732	59%
<b>14. CENTRAL AFRICAN REPUBLIC</b> Started by PSI in 1991.	UNFPA, KfW, and private support Cooperating agency: PSI	Source: PSI Condoms	4,841,550	48,416	
			TOTAL	48,416	89%
<b>15. CHAD</b> Started by PSI in 1996.	Information not available				
<b>16. CHINA</b> Started by DKT in 1996.	Private support	Source: DKT Condoms IUDs Injectables	41,403,012 3,083 101,398	414,030 9,249 25,350	
			TOTAL	448,629	-2%
<b>16.1 CHINA 11</b> Started by Futures Group.		Source: Futures Condoms	2,434,176	24,342	
			TOTAL	24,342	NA
<b>17. COLOMBIA</b> PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILA Condoms Pills Foaming Tablets IUDs Injectables	4,098,435 187,233 86,084 167,522 452,245	40,984 13,374 574 502,566 113,061	
			TOTAL	670,559	-4%
<b>18. CONGO (Brazzaville)</b> Projet de Marketing Social, 1992.	USAID support Cooperating agency: PSI	Source: PSI Condoms	3,026,965	30,270	
			TOTAL	30,270	21%
<b>19. CONGO (DRC/Kinshasa)</b> Started by PSI in 1988.	USAID support Cooperating agency: PSI	Source: PSI Condoms	19,122,747	191,227	
			TOTAL	191,227	58%
<b>20. COTE D'IVOIRE</b> Started by PSI 1990.	KfW and USAID support Cooperating agency: PSI	Source: PSI Condoms Pills	29,270,917 910,127	292,709 65,009	
			TOTAL	357,718	20%
<b>21. CUBA</b> Started by PSI 2001.	Cooperating agency: PSI	Source: PSI Condoms	2,642,000	26,420	
			TOTAL	26,420	NA
<b>22. DOMINICAN REPUBLIC</b> Started by SOMARC and PROFAMILIA in 1986.	USAID support CMS (Contraceptive Marketing Strategies) technical assistance	Source: PROFAMILA Condoms Pills IUDs Injectables Norplant	1,252,130 1,269,474 4,431 40,590 44	12,521 90,677 13,292 10,148 220	
			TOTAL	126,858	-11%

\* 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

<b>23. ECUADOR</b> Established by SOMARC in 1986; managed by CEMPOLAF	USAID support	Source: CEMPOLAF			
		Condoms	1,075,156	10,752	
		Pills	198,153	14,154	
		IUDs	59,312	177,936	
		Injectables	50,852	12,713	
		TOTAL		215,555	-62%
<b>24. EL SALVADOR</b> Implemented in 1976 by Development Associates; transferred to the Salvadoran Demographic Association (ADS)	USAID support	Source: ADS			
		Condoms	2,159,727	21,597	
		Pills	383,280	27,377	
		Foaming Tablets	2,527	17	
		IUDs	94	282	
		Injectables	4,285	1,071	
		TOTAL		50,344	-6%
<b>25. ERITREA</b> Started by PSI in 1996.	USAID support Cooperating agency: PSI	Source: PSI			
		Condoms	4,531,903	45,319	
		TOTAL		45,319	22%
<b>26. ETHIOPIA</b> Implemented by DKT in 1990.	support from Dutch government, Gates, Packard, and USAID	Source: DKT			
		Condoms	67,621,421	676,214	
		Female Condoms	4,671	234	
		Pills	1,707,188	121,942	
		Injectables	227,260	56,815	
		TOTAL		855,205	15%
<b>27. GHANA</b> Implemented in 1986 by DANAFCO and SOMARC; Now managed by Ghana Social Marketing Foundation (GSMF).	USAID support	Source: GSMF			
		Condoms	15,676,057	156,761	
		Female Condoms	141,542	7,077	
		Pills	2,629,984	187,856	
		Foaming Tablets	1,892,155	12,614	
		IUDs	2,425	7,275	
		Injectables	72,339	18,085	
		TOTAL		389,668	29%
<b>28. GUATEMALA</b> Importadora de Productos Farmaceuticos, S.A., 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%
<b>29. GUINEA</b> Started by PSI 1990.	USAID and KfW co-funded Cooperating agency: PSI	Source: PSI			
		Condoms	7,705,350	77,054	
		Pills	526,183	37,585	
		Injectables	135,325	33,831	
		TOTAL		148,470	39%
<b>30. HAITI</b> Started by DKT and PSI 1990.	USAID, UNFPA, Dutch government, World Bank, and UNAIDS support Cooperating agency: PSI	Source: PSI			
		Condoms	15,030,908	150,309	
		Female Condoms	41,384	2,069	
		Pills	143,380	10,241	
		Injectables	137,392	34,348	
		TOTAL		196,967	20%
<b>31. HONDURAS</b> Honduras Social Marketing Program, Managed by ASHONPLAFA	USAID support	Source: USAID			
		Condoms	1,180,044	11,800	
		Pills	135,360	9,669	
		TOTAL		21,469	-9%
<b>32. INDIA I</b> Nirodh and Mala-D (Does not include any brands listed for India II, III, IV or V.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/03)	Source: GOI			
		Condoms (Nirodh)	273,010,000	2,730,100	
		Pills (Mala-D)	28,450,000	2,032,143	
		TOTAL		4,762,243	26%
<b>32.1 INDIA II (Masti &amp; Pearl)</b> PSI/India, 1988 (India I total includes 16.4 million Nirodh condoms and 2.6 million Mala D pills sold by PSI/India)	GOI, KfW, DFID, and USAID support (calendar year data)	Source: PSI			
		Condoms (Masti)	79,350,334	793,503	
		Pills (Pearl)	3,002,052	214,432	
		TOTAL		1,007,935	6%
<b>32.2 INDIA III (Sawan, Bliss, Milan, and Ecroz)</b> Parivar Seva Sanstha, 1988.	KfW and GOI support (calendar year data)	Source: PSS			
		Condoms (3 brands)	39,960,000	399,600	
		Pills (Ecroz)	2,520,000	180,000	
		TOTAL		579,600	-9%

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

<b>32.3 INDIA IV (Zaroor, Choice)</b> DKT/India (Bombay), 1992. (India I totals include 8.3 million Nirodh condoms and 0.4 million Mala-D pills sold by DKT/India.)	Private and GOI support (calendar year data)	Source: DKT Condoms (Zaroor) Pills (Choice) IUDs Injectables	54,898,897 6,939,331 37,262 58,022	548,989 495,667 111,786 14,506	
			TOTAL	1,170,948	44%
<b>32.4 INDIA V (Apsara, Mithun)</b> Bihar-based project, managed by Janani. 1996. (India I total includes 19.8 million Nirodh condoms and 4.8 million Mala D pills sold by Janani.)	Packard and GOI support (calendar year data)	Source: DKT Condoms (Mithun) Pills (Apsara)	16,042,516 2,994,613	160,425 213,901	
			TOTAL	374,326	-33%
<b>33.1 INDONESIA 1</b> Started by DKT in 1996.	KfW, GOI, and Gates support Managed by DKT	Source: DKT Condoms Female Condoms Pills Injectables	36,995,556 306 1,501,784 5,119,713	369,956 15 107,270 1,279,928	
			TOTAL	1,757,169	31%
<b>34. JORDON</b> Started by SOMARC in 1996, now managed by CMS.	USAID support	Source: CMS Condoms Pills Injectables	8,805,640 866,987 159,127	88,056 61,928 39,782	
			TOTAL	189,766	743%
<b>35. KENYA</b> Started by DKT and PSI in 1989.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	17,450,677 507,120 51,096	174,507 36,223 12,774	
			TOTAL	223,504	29%
<b>35. LAOS</b> Started by PSI in 1999.	UN support Cooperating agency: PSI	Source: PSI Condoms Pills	3,740,400 5,280	37,404 377	
			TOTAL	37,781	20%
<b>36. LESOTHO</b> Started by PSI in 19XX.	Cooperating agency: PSI	Source: PSI Condoms Female Condoms	944,563 37,138	9,446 1,857	
			TOTAL	11,303	NA
<b>37. MADAGASCAR</b> Started by SOMARC in 1996.	USAID (AIDSMARK) and private support Cooperating agency: PSI	Source: PSI Condoms Pills Injectables	5,949,805 824,026 312,307	59,498 58,859 78,077	
			TOTAL	196,434	33%
<b>38. MALAWI</b> Started by PSI in 1994.	USAID and KfW support Cooperating agency: PSI	Source: PSI Condoms	7,255,804	72,558	
			TOTAL	72,558	19%
<b>39. MALAYSIA</b> Started by DKT in 1991; managed by PHI consultants	Project self-sustaining	Source: DKT Condoms	15,277,248	152,772	
			TOTAL	152,772	11%
<b>40. MALI</b> Started by The Futures Group (TFG) in 1992.	USAID support Cooperating agency: TFG	Source: TFG Condoms Pills Injectables	8,419,630 844,060 153,141	84,196 60,290 38,285	
			TOTAL	182,771	15%
<b>40.1 MALI II</b> Started by PSI in 2000.	USAID and private support	Source: PSI Condoms Female Condoms	2,628,720 6,372	26,287 319	
			TOTAL	26,606	67%
<b>41. MOROCCO</b> Started by SOMARC in 1989; transferred to CMS in 1998.	USAID support Cooperating agency: PSI/CMS	Source: USAID Pills IUDs Injectables	3,319,452 2,560 13,731	237,104 7,680 3,433	
			TOTAL	248,217	13%
<b>42. MOZAMBIQUE</b> Started by PSI in 1995.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms	14,478,973 867	144,790 43	
			TOTAL	144,833	20%

\* 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

<b>MYANMAR</b>	See Burma. # 9				
<b>43. NAMIBIA</b>	KfW support	Source: MSI			
Started by MSI in 2000.		Condoms	3,379,960	33,800	
		Female Condoms	66,966	3,348	
		TOTAL		37,148	218%
<b>44. NEPAL</b>	CMS and AIDsMark (USAID) support	Source: CRS			
Nepal Contraceptive Retail Sales Corp (CRS) started by Westinghouse Health Systems in 1976; program now private company. Sales for first 9 months of fiscal year 2002-03.		Condoms	11,631,534	116,315	
		Pills	702,676	50,191	
		IUDs	1,010	3,030	
		Injectables	150,496	37,624	
		Norplant	333	1,665	
		TOTAL		208,825	10%
<b>45. NICARAGUA</b>	USAID support	Source: USAID			
		Condoms	1,303,256	13,033	
		Pills	75,185	5,370	
		TOTAL		18,403	-28%
<b>46. NIGERIA</b>	DFID, USAID, and private support	Source: PSI			
Started by PSI and DKT in 1988-90.	Cooperating agency: PSI/SFH	Condoms	132,307,906	1,323,079	
		Pills	3,027,024	229,073	
		Foaming Tablets	120	1	
		IUDs	96,293	288,879	
		Injectables	424,960	106,240	
		Noristerat	301,466	50,244	
		EC	163,295	18,144	
		TOTAL		2,015,660	4%
<b>47. PAKISTAN</b>	KfW support	Source: PSI			
SMC program implemented by W. Woodward (Pakistan) Ltd. and PSI Marketing Associates in 1986.	Cooperating agency: PSI/SMP (Social Marketing Pakistan)	Condoms	106,041,959	1,060,420	
		Pills	1,569,735	112,124	
		IUDs	105,832	317,496	
		Injectables	299,958	74,990	
		EC	27,895	3,099	
		TOTAL		1,568,129	31%
<b>47.1 PAKISTAN II</b>	DFID support	Source: KSM			
Started by Key Social Marketing and SOMARC in 1997.	TFG technical assistance	Pills	1,765,521	126,109	
		Injectables	199,075	49,769	
		TOTAL		175,878	16%
<b>48. PARAGUAY</b>	USAID and private support	Source: PSI			
Started by PSI in 1996.		Condoms	1,316,896	13,169	
		Female Condoms	699	35	
		Pills	157,370	11,241	
		TOTAL		24,445	31%
<b>49. PERU</b>	USAID support	Source: APROPO			
Apoyo a Programas de Poblacion; Program started in 1984 by SOMARC and APROPO.		Condoms	4,818,744	48,187	
		Foaming Tablets	338,832	2,259	
		IUDs	242	726	
		TOTAL		51,172	26%
<b>50. PHILIPPINES</b>	KfW and Packard support	Source: DKT			
Implemented by DKT in 1990; managed by DKT.		Condoms	26,935,103	269,351	
		Pills	6,986,301	499,022	
		TOTAL		768,373	44%
<b>51. ROMANIA</b>	USAID, UNICEF, and Dutch government/Matra support	Source: PSI			
Started by PSI in 1998.		Condoms	4,612,538	46,125	
		Pills	23,137	1,653	
		TOTAL		47,778	10%
<b>52. RUSSIA</b>	USAID, DFID, and UNAIDS support	Source: PSI			
Started by PSI in 1996.		Condoms	1,368,064	13,681	
		TOTAL		13,681	-31%
<b>53. RWANDA</b>	KfW, UNFPA, and private support	Source: PSI			
Started by PSI in 1993.		Condoms	6,200,972	62,010	
		TOTAL		62,010	24%
<b>54. SENEGAL</b>	USAID support	Source: USAID			
Started by SOMARC in 1996.		Condoms	3,909,900	39,099	
		Pills	21,752	1,554	
		TOTAL		40,653	8%

\* 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

<b>55. SOUTH AFRICA</b> Started by PSI in 1992.	DFID, USAID, UNFPA, GOSA, and private support	Source: PSI Condoms Female Condoms	10,207,774 113,184	102,078 5,659	
			TOTAL	107,737	50%
<b>56. SRI LANKA</b> Sri Lanka Contraceptive Social Marketing Program implemented by PSI and IPPF in 1973; now managed by Sri Lanka Family Planning Association.	IPPF support	Source: FPASL Condoms Pills IUDs Injectables EC	8,899,777 918,118 1,601 27,655 188,888	88,998 65,580 4,803 6,914 20,988	
			TOTAL	187,283	20%
<b>56.1 SRI LANKA II</b> Started by MSI in 1993.	KfW support; managed by MSI	Source: MSI Sri Lanka Condoms	3,476,997	34,770	
			TOTAL	34,770	65%
<b>57. TANZANIA</b> Started by PSI in 1993.	USAID and Dutch government support Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills	24,436,224 95,101 259,086	244,362 4,755 18,506	
			TOTAL	267,623	24%
<b>58. TOGO</b> Started by SOMARC in 1992; transferred to PSI in 1998.	USAID support Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills Injectables	10,461,056 51,501 222,042 62,177	104,611 2,575 15,860 15,544	
			TOTAL	138,590	28%
<b>59. UGANDA</b> Started by SOMARC in 1991; transferred to CMS in 1998.	USAID support Cooperating agency: CMS/PSI	Source: PSI Condoms Pills Injectables	5,895,020 979,007 551,600	58,950 69,929 137,900	
			TOTAL	266,779	-9%
<b>59.1 UGANDA II</b> Started by MSI in 1997.	KfW support; managed by MSI	Source: MSI Uganda Condoms Female Condoms	17,679,780 63,585	176,798 3,179	
			TOTAL	179,977	42%
<b>60. VENEZUELA</b> Started by PROSALUD in 1992.	Commerical sector, private sector, and Bergstrom Foundation	Source: PSI Condoms Pills IUDs EC	114,008 1,938,305 10,925 250,526	1,140 138,450 32,775 27,836	
			TOTAL	200,201	-5%
<b>61. VIET NAM</b> Implemented by DKT in 1993.	World Bank and KfW support	Source: DKT Condoms Pills	44,809,776 2,102,183	448,098 150,156	
			TOTAL	598,254	2%
<b>ZAIRE</b>	See Congo #18.				
<b>62. ZAMBIA</b> Started by PSI in December 1992.	USAID and foundation support Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills Foaming Tablets	10,569,717 253,608 532,992 2,784	105,697 12,680 38,071 19	
			TOTAL	156,467	9%
<b>63. ZIMBABWE</b> Started by SOMARC in 1988; transferred to PSI in 1996.	USAID and DFID support Cooperating agency: PSI	Source: PSI Condoms Female Condoms Pills Injectables	24,567,620 683,700 1,228,100 75,894	245,676 34,185 87,721 18,974	
			TOTAL	386,556	65%
<b>GRAND TOTAL</b>				28,498,078	

\* 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

