

# 2014 CONTRACEPTIVE SOCIAL MARKETING STATISTICS

October 2015

**CONNECT WITH US**



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

# SOCIAL MARKETING STATISTICS 2014

Highlights	2014	2013	2012
CYPs*	69.0 million	70.0 million	65.5 million

## Sales – 2014

Condoms.....	2,266,589,271	(78 programs)	Implants.....	786,480	(41 programs)
Free Condoms.....	265,617,386	(21 programs)	Emergency Contraception (EC).....	8,080,234	(33 programs)
Female Condoms.....	10,274,602	(24 programs)	Medical Abortion (MA)**.....	3,996,687	(12 programs)
Free Female Condoms.....	2,369,710	(10 programs)	Manual Vacuum Aspiration (MVA) Kits.....	7,608	(3 programs)
Pills.....	199,928,412	(60 programs)	Misoprostal (Miso) Tabs.....	11,392,728	(14 programs)
Injectables.....	32,875,244	(58 programs)	VFT.....	1,553,376	(1 program)
IUDs.....	2,777,340	(54 programs)			

## Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs (Couple Years of Protection).\*

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
1. AFGHANISTAN Started by Marie Stopes International (MSI) in 2003.	MSI support	Source: MSI		
		Condoms	777,637	7,776
		Pills	60,992	4,357
		Injectables	11,092	2,773
		IUDs	20,619	90,724
		TOTAL	105,630	-60%
1.1 AFGHANISTAN II ASMO under Health Policy Project. Started by USAID October 2010.	USAID support	Source: Futures Group		
		Condoms	9,778,036	97,780
		Pills	1,392,916	99,494
		Injectables	315,070	78,768
		TOTAL	276,042	5%
2. ANGOLA Started by Population Services International (PSI) in 2000.	USAID, DFID, and private funding	Source: PSI		
		Condoms	4,792,824	47,928
		Free Condoms	412,500	2,063
		Free Female Condoms	11,000	275
		TOTAL	50,266	41%
3. BANGLADESH Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).	USAID and EC funding	Source: USAID		
		Condoms	150,552,775	1,505,528
		Pills	39,934,264	2,852,447
		Injectables	1,485,272	371,318
		IUDs	4,654	20,478
		Implants	1,736	5,208
		TOTAL	4,754,979	7%
4. BENIN Started by DKT International (DKT) and PSI in 1989; managed by PSI.	USAID and KfW support	Source: PSI		
		Condoms	8,900,949	89,009
		Free Condoms	282,812	1,414
		Female Condoms	6,459	323
		Free Female Condoms	1,905	48
		Pills	192,363	13,740
		Injectables (2)	42,376	7,063
		IUDs	25,601	112,644
		Implants	17,400	52,200
		Miso Tabs	10,986	687
		TOTAL	277,128	7%

\* 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; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
5. BOLIVIA Started by Prosalud in 2003.	USAID support	Source: IPPF		
		Condoms	16,674	167
		Pills	18,995	1,357
		Injectables	36,333	9,083
		Injectables (1)	803	67
		IUDs	8,185	36,014
		Implants	552	1,656
		EC	617	44
		TOTAL	48,388	NA
6. BOTSWANA Started by PSI in 1993.	Government of Botswana, USAID (AIDSMARK), and Dutch government support	Source: PSI		
		Condoms	8,173,413	81,734
		Free Condoms	5,045,000	25,225
		TOTAL	106,959	163%
7. BRAZIL Started by DKT in 1991; managed by DKT do Brasil.	Supported by DKT	Source: DKT		
		Condoms	108,564,943	1,085,649
		Female Condoms	365,585	18,279
			TOTAL	1,103,929
8. BURKINA FASO Started by MSI in 2009.	Supported by MSI	Source: MSI		
		Condoms	1,278,139	12,781
		Female Condoms	30	2
		Pills	130,114	9,294
		Injectables (3)	210	53
		EC	38	3
		TOTAL	22,132	46%
9. BURMA (Myanmar) Started by PSI in 1996.	Private, DFID, and UNICEF support	Source: PSI		
		Condoms	18,078,738	180,787
		Female Condoms	190,370	9,519
		Pills	2,183,257	155,947
		Injectables (3)	831,832	207,958
		Injectables (1)	1,641	137
		IUDs	11,033	48,545
		Implants	21	63
		EC	25,560	1,826
				TOTAL
9.1 BURMA (Myanmar) II Started by MSI in 1998.	DFID and MSI support	Source: MSI		
		Pills	3,344,100	238,864
		Injectables (3)	700	175
		Implants	175	525
		EC	26,120	1,866
		TOTAL	241,430	256%
10. BURUNDI Started by PSI in 1990.	USAID, Global Fund, KfW, DOD support	Source: PSI		
		Condoms	3,774,060	37,741
		Free Condoms	1,490,040	7,450
		Pills	8,315	594
		Injectables	4,358	1,090
		IUDs	424	1,866
		Implants	943	2,829
		TOTAL	51,569	26%
11. CAMBODIA Started by PSI in 1994.	USAID, DFID, KfW, UNFPA, government support	Source: PSI		
		Condoms	11,609,698	116,097
		Pills	4,357,474	311,248
		Injectables	248,520	62,130
		IUDs	24,880	109,472
		Implants	6,320	18,960
		EC	25,630	1,831
		Medical Abortion (MA)	188,825	321,003
		TOTAL	940,740	-15%
12. CAMEROON Started by PSI and DKT in 1989; managed by PSI.	DOD, KfW, Plan, Care, Dutch Fund, MTN, Art Venture, and CIDA support	Source: PSI		
		Condoms	30,679,071	306,791
		Female Condoms	1,787,633	89,382
		Pills	208,538	14,896
		Injectables	50,976	12,744
		IUDs	20,902	91,969
		Implants	13,553	40,659
		Miso Tabs	49,628	3,102
		TOTAL	559,541	26%
13. CHILE Started by DKT in 2010.	Self-sustaining project	Source: DKT		
		Condoms	1,560,672	15,607
		TOTAL	15,607	NA

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
14. CHINA Started by DKT in 1996.	DKT support	Source: DKT		
		Condoms	20,689,487	206,895
		IUDs	184,059	809,860
		EC	6,577	470
		TOTAL		1,017,224
15. COLOMBIA PROFAMILIA project; started in 1975 with International Planned Parenthood Federation support.	Self-sustaining project	Source: PROFAMILIA		
		Condoms	2,136	21
		Pills	16,601	1,186
		Injectables	14,214	3,554
		IUDs	22,968	101,059
		Implants	8,423	25,269
TOTAL		131,089	-95%	
16. CONGO (DRC/Kinshasa) Started by PSI in 1988.	UNDP, Georgetown University, DOD, UNICEF, Proctor & Gamble, World Bank, USAID, and CIDA support	Source: PSI		
		Condoms	2,286,249	22,862
		Free Condoms	1,746,180	8,731
		Female Condoms	105,408	5,270
		Free Female Condoms	725,000	18,125
		Pills	851,326	60,809
		Injectables	138,635	34,659
		IUDs	3,108	13,675
		Implants	25,763	77,289
		EC	3,189	228
		TOTAL		241,649
16.1 CONGO II (DRC/Kinshasa) Started by DKT in 2009.	DFID and DKT support	Source: DKT		
		Condoms	19,830,472	198,305
		Pills	44,439	3,174
		Injectables	19,285	4,821
		IUDs	23,604	103,858
		Implants	16,450	49,350
		Miso Tabs	215,684	13,480
TOTAL		372,988	60%	
17. COTE D'IVOIRE Started by PSI in 1998; now managed by AIMAS.	KfW, AFD, UNFPA, GFA and Global Fund support	Source: AIMAS		
		Condoms	21,078,541	210,785
		Pills	2,528,763	180,626
		Injectables	60,584	15,146
		EC	379,400	27,100
TOTAL		433,657	-12%	
18. COSTA RICA Started by PSI in 2002.	KfW, Global Fund, USAID, The Bergstrom Foundation, the Netherlands, Managua, and The Summit Foundation	Source: PSI		
		Condoms	1,140,178	11,402
TOTAL		11,402	-11%	
19. DOMINICAN REPUBLIC Started by PSI in 2003.	KfW, USAID, and private support	Source PSI		
		Condoms	15,738,068	157,381
		Free Condoms	1,802,345	9,012
		IUDs	182	801
Implants	2,638	7,914		
TOTAL		175,107	12%	
20. EGYPT Started by DKT in 2004.	DKT support	Source DKT		
		Condoms	2,420,400	24,204
		IUDs	400,687	1,763,023
		EC	171,087	12,221
		Miso tabs	6,564,660	410,291
		VFT	1,553,376	12,945
TOTAL		2,222,683	-14%	
21. EL SALVADOR Founded by PSI/EL Salvador (PASMO) in 1998.	USAID, KfW, DOD, Dutch government support	Source: PSI		
		Condoms	2,503,344	25,033
		Pills	39,522	2,823
		IUDs	7,033	30,945
		Implants	607	1,821
		Miso Tabs	7,140	446
TOTAL		61,069	15%	

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
22. ETHIOPIA Started by DKT in 1990.	DFID, DKT support, Dutch government, and Irish government support	Source: DKT		
		Condoms	58,023,120	580,231
		Female Condoms	31,619	1,581
		Pills	4,001,730	285,838
		Injectables	2,922,537	730,634
		IUDs	387,081	1,703,156
		Implants	34,591	103,773
		EC	2,141,472	152,962
		MA	311,863	530,167
		MVA Kits	7,309	350,832
		Miso Tabs	264,216	16,514
		TOTAL	4,455,689	42%
22.1 ETHIOPIA II Started by PSI in 2003.	Global Fund, USAID, UNICEF, Proctor and Gamble support	Source: PSI		
		Free Condoms	35,350,933	176,755
		Free Female Condoms	1,510	38
		Pills	4,288	306
		Injectables	7,577	1,894
		Implants	559	1,677
				TOTAL
23. GHANA Started by DKT in 2010.	DKT, Dutch government, and USAID support	Source: DKT		
		Condoms	19,093,932	190,939
		Pills	4,129,899	294,993
		Injectables	567,000	141,750
		IUDs	6,110	26,884
		Implants	4,356	13,068
		EC	445,396	31,814
		MA	227,742	387,161
				TOTAL
4. GUATEMALA Started by PSI in 1998.	Abt Associates, KfW, USAID, and private support	Source: PSI		
		Condoms	10,331,424	103,314
		Pills	79,071	5,648
		Injectables (1)	62,311	5,193
		IUDs	14,448	63,571
		Implants	7,352	22,056
		TOTAL	199,782	-2%
25. GUINEA Started by PSI in 1990.	USAID and KfW co-funded	Source: PSI		
		Condoms	6,479,520	64,795
		Pills	506,700	36,193
		Injectables	159,260	39,815
		TOTAL	140,803	4%
26. HAITI Started by DKT and PSI in 1990.	USAID, UNFPA, Sogebank Foundation, MSH, and World Bank support	Source: PSI		
		Condoms	2,850,186	28,502
		Pills	726,680	51,906
		Injectables	198,340	49,585
		IUDs	824	3,626
		TOTAL	133,618	-2%
27. HONDURAS Started by PSI in 1998.	KfW, Abt Associates, Summit Foundation, and private support	Source: PSI		
		Condoms	3,538,696	35,387
		TOTAL	35,387	-2%
28. INDIA I Nirodh Deluxe and Mala-D, Mala-N (Does not include any brands listed for India II - VIII.)	Government of India (GOI) Project (figures are for fiscal year ended 3/31/14)	Source: GOI		
		Condoms	476,231,600	4,762,316
		Pills	17,767,050	1,269,075
		TOTAL	6,031,391	3%
28.1 INDIA II Masti and Pearl Started by PSI in 1988.	GOI, KfW, DFID, and USAID support (Calendar year data, 2014)	Source: PSI		
		Condoms	90,972,747	909,727
		Pills	3,600,523	257,180
		Injectables	45,469	11,367
		IUDs	139,324	613,026
		MA	261,680	444,856
		TOTAL	2,236,157	-41%
28.2 INDIA III Sawan, Bliss, Milan, and Ecroz Parivar Seva Sanstha, 1988.	No report this year. Data from 2012.	Source: GOI		
		Condoms (3 brands)	44,919,000	449,190
		Pills (Ecroz)	1,267,800	90,557
		TOTAL	539,747	NA

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013		
28.3 INDIA IV Zaroor, Choice, XXX Started by DKT in 1992.	DKT support (Calendar year 2014)	Source: DKT				
		Condoms	50,496,173	504,962		
		Pills	12,913,452	922,389		
		Injectables (3)	130,164	32,541		
		IUDs	192,768	848,179		
		EC	143,309	10,236		
		MA	1,073,267	1,824,554		
		MVA Kits	90	4,320		
		TOTAL		4,147,182	44%	
		28.4 INDIA V Apsara, Mithun, Style Bihar-based project started by DKT/Janani in 1996.	DKT, FHI, Gates, GOI, and MSI support	Source: DKT		
Condoms	16,215,215			162,152		
Pills	1,290,563			92,183		
Injectables	158,352			39,588		
IUDs	24,627			108,359		
EC	73,157			5,226		
MA	359,890			611,813		
Miso Tabs	18,120			1,133		
TOTAL				1,020,453	50%	
28.5 INDIA VI Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999. (India I totals include 3 million Mala-D pills and 10 million Nirodh condoms sold by PHS.)	MSI support (Calendar year 2013)			Source: MSI		
		Condoms	81,125,264	811,253		
		Pills	6,342,169	453,012		
		Injectables	245,353	61,338		
		IUDs	54,843	241,309		
		EC	445,389	31,814		
		MA	1,098,371	1,867,231		
		TOTAL		3,465,956	4%	
		28.5 INDIA VII Started by World Health Partners in 2009.	Private support	Source: WHP		
				Condoms	2,007,778	20,078
Pills	520,530			37,181		
IUDs	36,936			162,518		
Injectables	24,726			6,182		
TOTAL		225,958	-49%			
28.5 INDIA VIII Started by MSI (ISM) in 2013. (Separate from India VI.)	MSI support	Source: MSI				
		Condoms	1,450,723	14,507		
		Pills	54,470	3,891		
		Injectables (3)	12,500	3,125		
		EC	14,800	1,057		
		MA	14,905	25,339		
TOTAL		47,919	-40%			
29. INDONESIA Started by DKT in 1996.	DKT and Gates support	Source: DKT				
		Condoms	118,056,124	1,180,561		
		Female Condoms	8,352	418		
		Pills	31,514,523	2,251,037		
		Injectables (3)	10,095,319	2,523,830		
		Injectables (1)	5,423,179	451,932		
		IUDs	122,812	540,373		
		Implants	3,199	9,597		
		EC	8,651	618		
		Other		8,306		
		TOTAL		6,966,671	5%	
		30. KENYA Started by DKT and PSI in 1989; managed by PSI.	DFID support	Source: PSI		
Condoms	26,545,357			265,454		
Free Condoms	63,637,269			318,186		
Pills	2,668,680			190,620		
Injectables	1,252,436			313,109		
IUDs	32,949			144,976		
Implants	343,584			1,030,752		
TOTAL				2,263,097	117%	
31. LAOS Started by PSI in 1999.	USAID (AIDSMARK), Global Fund, Ministry of Health, and UN support	Source: PSI				
		Condoms	4,424,550	44,246		
		Female Condoms	53	3		
		Injectables	11,350	2,838		
		IUDs	4,585	20,174		
		Miso Tabs	98,000	6,125		
TOTAL		73,385	35%			
32. LESOTHO Started by PSI in 2001.	USAID and Dutch government support	Source: PSI				
		Condoms	2,577,996	25,780		
		Free Condoms	18,573,000	92,865		
		Female Condoms	2,309,800	115,490		
TOTAL		234,135	47%			

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
33. MADAGASCAR Started by SOMARC in 1996; now managed by PSI.	USAID, Global Fund, Women's Health Project, and private foundations	Source: PSI		
		Condoms	8,188,656	81,887
		Free Condoms	1,821,349	9,107
		Female Condoms	46,542	2,327
		Pills	3,728,539	266,324
		Injectables	1,999,921	499,980
		IUDs	27,749	122,096
		Implants	5,513	16,539
		EC	12,978	927
			TOTAL	
34. MALAWI Started by PSI in 1994.	USAID and KfW support	Source: PSI		
		Condoms	14,818,792	148,188
		Free Condoms	55,526	278
		Female Condoms	59,730	2,987
		Free Female Condoms	91	2
		Pills	61,951	4,425
		Injectables	158,513	39,628
		IUDs	2,436	10,718
		Implants	8,682	26,046
		EC	23,732	1,695
	TOTAL		233,967	29%
34.1 MALAWI II Started by MSI in 1989.	MSI, Norwegian government, DFID PFPS Grants, and Wellspring support	Source: MSI		
		Condoms	2,122,172	21,222
		Female Condoms	27,000	1,350
		Pills	2,275	163
		Injectables	1,137	284
	TOTAL		23,018	-33%
35. MALI Started by PSI in 2000.	Global Fund, USAID, KfW, Netherlands government, CIDA, and UNFPA	Source: PSI		
		Condoms	16,830,205	168,302
		Free Condoms	72,000	360
		Female Condoms	7,192	360
		Pills	1,735,776	123,984
		Injectables	292,486	73,122
		IUDs	13,295	58,498
		Implants	12,990	38,970
			TOTAL	
36. MEXICO Started by DKT in 2002.	DKT support	Source: DKT		
		Condoms	25,880,637	258,806
		IUDs	70,864	311,802
		EC	84,579	6,041
		Miso Tabs	396	25
	TOTAL		576,674	48%
37. MONGOLIA Started by MSI in 2000.	UNFPA and MSI support	Source: MSI		
		Condoms	5,127,954	51,280
		Female Condoms	4,230	212
		Pills	203,428	14,531
		Injectables	37	9
		IUDs	22,491	98,960
		Implants	925	2,775
		EC	126,093	9,007
	TOTAL		176,773	16%
38. MOZAMBIQUE Started by PSI in 1995.	DFID and GTZ support	Source: PSI		
		Condoms	21,160,596	211,606
		Free Condoms	748,656	3,743
		Female Condoms	399,910	19,996
		Free Female Condoms	17,918	448
		Pills	18,372	1,312
		IUDs	61	268
		Implants	523	1,569
		EC	33	2
		Injectables	5,720	1,430
	TOTAL		240,375	18%
38.1 MOZAMBIQUE II Started by DKT in 2008.	Pathfinder, UNFPA, DKT, and other private support	Source: DKT		
		Condoms	3,428,700	34,287
		Pills	117,024	8,359
		Injectables	6,460	1,615
		IUDs	1,233	5,425
		Implants	9,796	29,388
		EC	55,012	3,929
		MA	1,503	2,555
		Miso Tabs	80,700	5,044
			TOTAL	

PROGRAM	REMARKS	2014 PRODUCT SALES		CYP	% CHANGE FROM 2013
39. NAMIBIA Started by PSI in 1997; managed by Society for Family Health, a member of PSI's global network.	USAID, The Global Fund, US Department of Defense	Source: PSI			
		Free Condoms	2,901,720	14,509	
		Free Female Condoms	76,780	1,920	
		TOTAL		16,428	-65%
40. NEPAL Started in 1973. Nepal Contraceptive Retail Sales (CRS).	USAID and KfW support	Source: FHI360			
		Condoms	15,403,161	154,032	
		Injectables	573,877	143,469	
		IUDs	616	2,710	
		Implants	587	1,761	
		EC	473,728	33,838	
		TOTAL		335,810	NA
40.1 NEPAL II Started by MSI in 2002.	MSI support	Source: MSI			
		Condoms	1,449,587	14,496	
		Pills	38,882	2,777	
		TOTAL		17,273	-17%
40.2 NEPAL III Started by PSI in 2009.	Global Fund support	Source: PSI			
		IUDs	10,226	44,994	
		Implants	41	123	
		MA	46,052	78,288	
		TOTAL		123,406	-47%
41. NICARAGUA Started by PSI in 1998.	Abt Associates, USAID, KfW, Dutch Embassy, and private support	Source: PSI			
		Condoms	4,274,945	42,749	
		Pills	28,982	2,070	
		IUDs	9,050	39,820	
		Implants	300	900	
		TOTAL		85,540	24%
42. NIGER The Association Nigerienne de Marketing Social 2006.	KfW and technical support from GFA	Source: Animas Sutura			
		Condoms	12,015,216	120,152	
		Pills	396,633	28,331	
		TOTAL		148,483	12%
43. NIGERIA Started by PSI and DKT in 1988-90. Now managed by Society for Family Health with technical assistance from PSI.	DFID, USAID, and private support	Source: PSI			
		Condoms	193,521,016	1,935,210	
		Free Condoms	5,723,200	28,616	
		Female Condoms	978,168	48,908	
		Pills	7,725,600	551,829	
		Injectables (3)	1,202,077	300,519	
		Injectables (2)	1,019,633	169,939	
		IUDs	107,583	473,365	
		Implants	34,818	104,454	
		EC	1,079,985	77,142	
		Miso Tabs	311,400	19,463	
		TOTAL		3,709,445	8%
43.1. NIGERIA II Started by DKT in 2013.	CIFF, DKT, Gates, and Hewlett support	Source: DKT			
		Condoms	16,257,024	162,570	
		Injectables (3)	18,900	4,725	
		IUDs	60,780	267,432	
		Implants	10,640	31,920	
		TOTAL		466,647	NA
44. PAKISTAN Program started by PSI Marketing Associates in 1986. Cooperating agency: PSI and Greenstar Social Marketing.	KfW, USAID, and private support	Source: PSI			
		Condoms	91,143,662	911,437	
		Pills	848,388	60,599	
		Injectables (3)	489,191	122,298	
		Injectables (2)	331,981	55,330	
		Injectables (1)	151,901	12,658	
		IUDs	226,030	994,532	
		Implants	6,597	19,791	
		EC	1,738,731	124,195	
		TOTAL		2,300,840	-48%
44.1 PAKISTAN II Started by MSI in 2003.	Funded by MSI	Source: MSI			
		Condoms	8,714,642	87,146	
		Implants	3,587	10,761	
		TOTAL		97,907	19%



PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
44.2 PAKISTAN III Started by DKT in 2012.	DFID, DKT, and Packard support.	Source: DKT		
		Condoms	18,411,303	184,113
		Pills	578,033	41,288
		Injectables (3)	60,302	15,076
		Injectables (1)	9,720	810
		IUDs	82,700	363,880
		Implants	1,854	5,562
		EC	125,580	8,970
		Miso Tabs	2,065,560	129,098
		TOTAL	748,796	212%
45. PANAMA Started by PSI in 1996.	USAID and private support	Source: PSI		
		Condoms	4,001,388	40,014
		TOTAL	40,014	33%
46. PARAGUAY Started by PSI in 1996.	Self-sustaining project	Source: PSI		
		Condoms	2,687,925	26,879
		Pills	747,880	53,420
		EC	266,063	19,005
		TOTAL	99,304	7%
47. PERU Apoyo a Programas de Poblacion; started by SOMARC and APROPO in 1984.	USAID support	Source: APROPO		
		Condoms	24,524,926	245,249
		TOTAL	245,249	4%
48. PHILIPPINES Started by DKT in 1990.	Self-sustaining program	Source: DKT		
		Condoms	30,457,341	304,573
		Pills	26,442,681	1,888,763
		Injectables	1,365,507	341,377
		IUDs	35,304	155,338
		TOTAL	2,690,051	3%
49. RWANDA Started by PSI in 1993. PSI Rwanda and SFH Rwanda.	DFID, Netherlands Government, KfW, USAID, and Global Fund support	Source: PSI		
		Condoms	11,532,280	115,323
		Pills	75,204	5,372
		Injectables	26,428	6,607
		Implants	1,498	4,494
		TOTAL	131,796	-6%
50. SENEGAL Started by USAID in 1994, then spun off into ADEMAs and partnered with PSI in 2011.	KfW and USAID support	Source: PSI		
		Condoms	5,030,904	50,309
		Pills	317,952	22,711
		Injectables	10,061	2,515
		TOTAL	75,535	-31%
51. SOUTH AFRICA Started by PSI in 1992.	USAID, Dutch government, EF (PSI), and Government of South Africa support	Source: PSI		
		Condoms	71,053,890	710,539
		Free Condoms	103,176,089	515,880
		Female Condoms	286,231	14,312
		Free Female Condoms	996,500	24,913
		TOTAL	1,265,643	11%
52. SOUTH SUDAN Started by MSI in 2011.	DFID and UNFPA support	Source: MSI		
		Condoms	339,337	3,393
		Female Condoms	1,060	53
		Pills	17,403	1,243
		Injectables	8,524	2,131
		IUDs	940	4,136
		Implants	2,107	6,321
		EC	4,758	340
		TOTAL	17,617	NA
53. SRI LANKA Started by PSI and IPPF in 1973; now managed by Family Planning Association of Sri Lanka.	Private support	Source: FPASL		
		Condoms	9,112,854	91,129
		Pills	2,338,497	167,036
		Injectables	237,157	59,289
		IUDs	76	334
		EC	263	19
		TOTAL	317,806	-25%
53.1 SRI LANKA II Managed by Population Services Lanka.		Source: MSI/SL		
		Condoms	5,434,183	54,342
		Pills	34,038	2,431
		EC	10,153	725
		TOTAL	57,498	29%

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
54. SWAZILAND Started by PSI in 2001.	USAID (AIDSMARK) and Dutch support	Source: PSI		
		Condoms	1,864,368	18,644
		Free Condoms	6,957,072	34,785
		Female Condoms	70,000	3,500
		TOTAL		56,929
54. TANZANIA Started by PSI in 1993.	USAID, Global Fund, KfW, and Dutch government support	Source: PSI		
		Condoms	109,344,179	1,093,442
		Free Condoms	5,466,466	27,332
		Female Condoms	1,468,720	73,436
		Pills	3,438,720	245,623
		Injectables	10,181	2,545
		IUDs	36,405	160,182
		Implants	29,656	88,968
		EC	50,240	3,589
		Miso Tabs	1,248,352	78,022
TOTAL		1,773,139	-6%	
55. THAILAND Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	1,006,442	10,064
		Pills	235,820	16,844
		IUDs	4,303	18,933
TOTAL		45,842	-26%	
56. TOGO Started by SOMARC in 1992; transferred to PSI in 1998.	USAID and Global Fund support	Source: PSI		
		Condoms	3,536,520	35,365
		Free Condoms	2,815,489	14,077
		Female Condoms	24,938	1,247
		Pills	104,262	7,447
		Injectables	48,241	12,060
		IUDs	622	2,737
		Implants	5,422	16,266
TOTAL		89,200	-39%	
57. TURKEY Started by DKT in 2008.	DKT support	Source: DKT		
		Condoms	6,085,591	60,856
		IUDs	27,700	121,880
TOTAL		182,736	25%	
58. UGANDA Started by SOMARC in 1991; transferred to CMS in 1998; transferred to AIDSMARK in 2003.	CDC and private support Cooperating agency: PSI	Source: PSI		
		Condoms	2,043,630	20,436
		Free Condoms	7,290,240	36,451
		Free Female Condoms	416,006	10,400
		Pills	61,359	4,383
		Injectables	30,950	7,738
		IUDs	126,670	557,348
		Implants	93,130	279,390
		Miso Tabs	457,886	28,618
TOTAL		944,764	45%	
58.1 UGANDA II Started by MSI in 1997.	KfW support	Source: MSI		
		Condoms	2,440,006	24,400
TOTAL		24,400	-65%	
59. VIETNAM Started by MSI in 1989.	DFID, EC, IPPF, and DKT support	Source: MSI		
		IUDs	9,080	39,952
		MA	409,709	696,505
TOTAL		736,457	-5%	
59.1 VIETNAM II Started by DKT in 1993.	DKT support	Source: DKT		
		Condoms	9,626,984	96,270
		Pills	4,758,125	339,866
		IUDs	64,548	284,011
		EC	13,680	977
		MA	2,880	4,896
		MVA Kits	209	10,032
TOTAL		736,052	171%	
60. YEMEN Started by MSI in 2001.	KfW support	Source: MSI		
		Condoms	4,500,197	45,002
		Pills	1,186,164	84,726
		Injectables	185,466	46,367
		IUDs	51,190	225,236
		Implants	378	1,134
TOTAL		402,464	2%	

PROGRAM	REMARKS	2014 PRODUCT SALES	CYP	% CHANGE FROM 2013
61. ZAMBIA Started by PSI in 1992.	USAID, UNFPA, WHP, and KfW support	Source: PSI		
		Condoms	16,332,349	163,323
		Free Condoms	249,500	1,248
		Female Condoms	484,232	24,212
		Pills	1,610,781	115,056
		Injectables	305	76
		IUDs	6,930	30,492
		Implants	18,590	55,770
		TOTAL		390,177
62. ZIMBABWE Started by SOMARC in 1988.	USAID, DFID, and Packard Partnership Funds support	Source: PSI		
		Condoms	27,319,800	273,198
		Female Condoms	1,611,340	80,567
		Free Female Condoms	123,000	3,075
		Pills	375,536	26,824
		Injectables	52,794	13,199
		IUDs	3,212	14,133
		Implants	50,624	151,872
		EC	104,234	7,445
TOTAL		570,313	38%	
GRAND TOTAL			69,058,350	

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

\* 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; .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

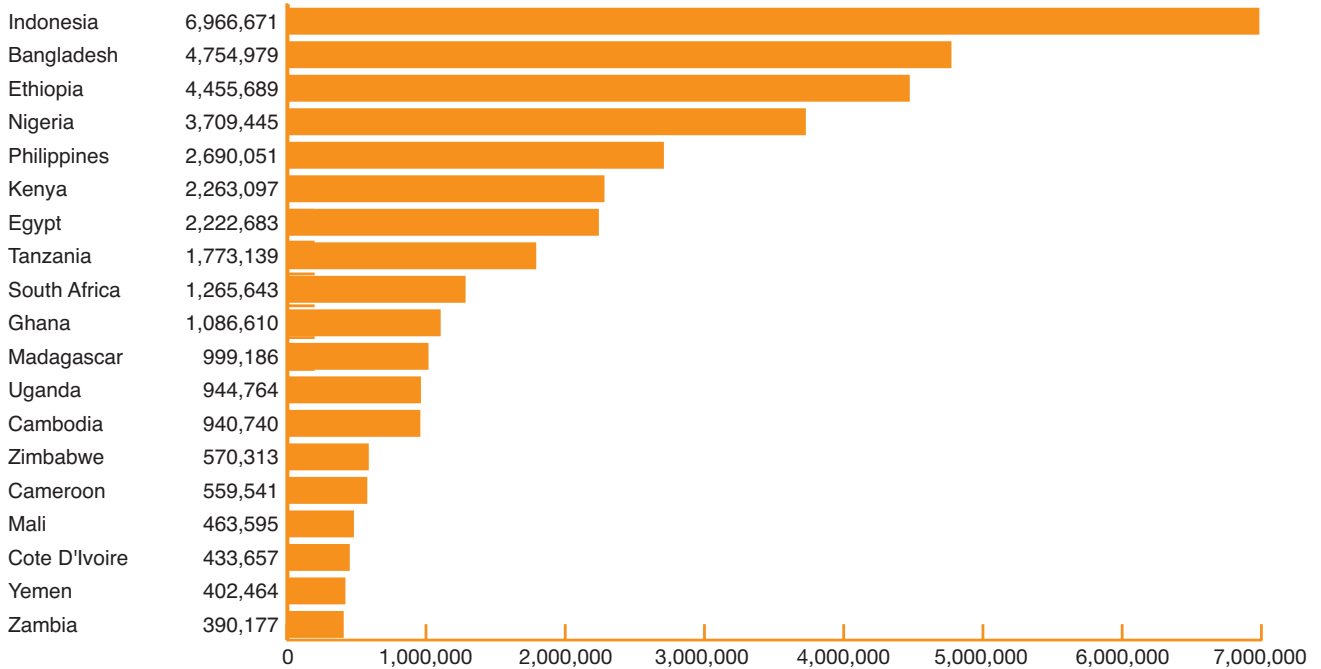
\*\* Medical abortion (MA) = mifepristone and misoprostol sold in combination.

# Best Programs

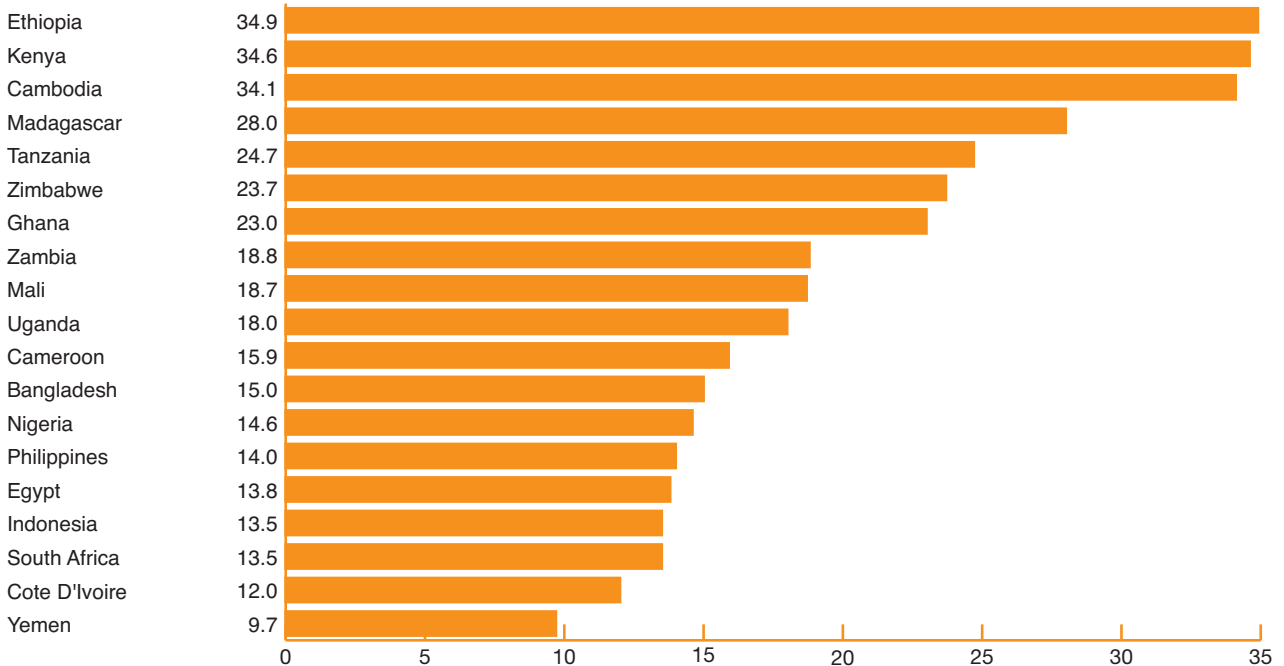
The following programs qualify for the “Best Programs” list by

- 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.