

Contraceptives - US - July 2015

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"After years of focusing on protection benefits, contraceptive brands have shifted to promoting other sensorial benefits, helping to stabilize category growth."

This report looks at the following areas:

- Pregnancy prevention is primary use for contraceptives
- Majority of sexually active adults use contraception, though use declines with age
- Male and female contraceptives continue to outgain personal lubricants

The market is driven largely by male condom sales; however, with the recent change in OTC availability of emergency contraceptives, sales improved for the female contraceptive segment as well as boosting the entire OTC contraceptive market.

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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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