

# Hormonal Contraceptives Market Set to Reach \$20.67 Billion by 2030 Amid Rising Family Planning Demand and Youth Adoption

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-- The global [hormonal contraceptives market](#) was valued at approximately \$15 billion in 2020 and is expected to reach \$20.67 billion by 2030, growing at a compound annual growth rate (CAGR) of 3.3%. Hormonal contraceptives are birth control methods that manipulate the endocrine system using synthetic hormones, primarily estrogen and progestin, to prevent pregnancy. These methods include pills, patches, injections, and rings, all of which work by altering ovulation or creating an environment within the uterus that is unfavorable for fertilization.



Hormonal Contraceptives Market Size, Share

Key Market Drivers and Restraints:

- the Female Health Company
- Teva Pharmaceutical Industries Limited
- Bayer AG, Pfizer, Inc.
- Mylan N.V.
- Johnson & Johnson
- Ansell LTD.
- Mayer Laboratories
- Merck & Co., Inc.,
- Church & Dwight, Co., Inc.

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Key Market Drivers and Restraints

The increasing focus on family planning and the prevention of unintended pregnancies are key drivers of market growth. Teenage pregnancies present significant health risks, and rising awareness of modern contraceptive methods has spurred demand, particularly for oral contraceptive pills, which are widely used due to their high efficacy. The growing adoption of hormonal contraceptives among women aged 15–24 is particularly notable, as it reflects concerns about adolescent sexual health and the prevention of unplanned pregnancies.

However, the market faces several challenges, including competition from non-hormonal contraceptive methods, potential health risks associated with long-term use of hormonal contraceptives, and cultural or social resistance to contraception. These factors may hinder growth, particularly in regions where contraceptive use is stigmatized.

## Market Segmentation

### Product Segment

The hormonal contraceptives market is divided into several product types, including:

1. Oral contraceptive pills: The leading product segment, contributing significantly to revenue due to their ease of use and high success rate in preventing pregnancy (up to 99% when used correctly).
2. Injectable birth control: A popular option due to its long-lasting effects.
3. Emergency contraceptive pills: Increasing in demand, especially among younger women.
4. Vaginal rings: Expected to grow rapidly due to fewer side effects and ease of use.
5. Transdermal patches: Another user-friendly option gaining traction.

### Hormone Segment

Hormonal contraceptives are categorized into:

- Progestin-only contraceptives: These target specific hormonal pathways to prevent pregnancy.
- Combined hormonal contraceptives: Dominating the market due to their higher efficacy and wider availability.

### Age Group Segment

The market is also divided by age group:

- 15–24 years: This segment dominates the market, driven by increasing awareness of contraception among adolescents and young adults. This age group is particularly targeted for emergency contraception.
- 25–34 years, 35–44 years, and 44+ years: Each segment shows varying adoption rates based on different lifestyle needs and family planning priorities.

## End User Segment

In terms of end users, the market is segmented into:

- Households: The largest user group, reflecting the widespread use of oral contraceptives at home for regular pregnancy prevention.
- Hospitals and clinics: These are crucial for the administration of more complex methods, like injections and implants.

## Regional Insights

Regionally, North America leads the global hormonal contraceptives market, thanks to strong adoption rates, an established healthcare infrastructure, and the presence of major pharmaceutical companies. The U.S. alone accounts for a significant portion of this market, with government initiatives increasing awareness about birth control and making contraception more accessible. The North American market is expected to continue expanding, as initiatives from bodies like the Centers for Disease Control and Prevention (CDC) and other health organizations promote contraceptive use.

Europe and Asia-Pacific are also major regions of growth, with Europe showing strong adoption trends due to well-established healthcare systems, and Asia-Pacific emerging as a key player due to increasing awareness and improving healthcare infrastructure. The Latin America, Middle East, and Africa (LAMEA) region is experiencing slower growth but still presents opportunities, particularly as cultural barriers to contraception use begin to decrease in some areas.

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