

CARISMA

Research Summaries

The Total Condom Market

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Introduction

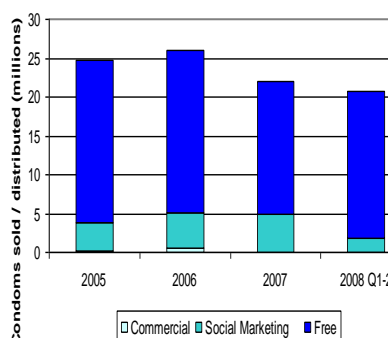
Between 2005 and 2008, CARISMA, a regional Social Marketing (SM) Programme for HIV & AIDS Prevention, was implemented across 13 PANCAP countries and territories. This Research Brief presents regional Condom Market Data collected over this period. A full version of the report can be found at www.carisma-pancap.org.

Across these countries, 66 million commercial, public, and SM condoms were distributed and sold in 2007. Together, these sectors make up the total condom market (TCM). In the first phase of the CARISMA programme (2005–2008), condom sales data were collected from each sector to measure whether access to condoms was improving, reflected by sales across the total market. These figures represent a unique opportunity to analyse trends and geographical patterns.

Six SMOs provided sales data: Dominican Republic (PSI and Profamilia), Haiti (PSI), Belize (PASMO), and Dominica and St. Vincent & the Grenadines (PSI and IPPF affiliates). In addition, five international condom manufacturers (Trojan, Durex, Slam, the Female Health Company, Ansell) provided confidential sales data from 27 PANCAP countries and territories. Unfortunately commercial sector data are incomplete: condoms sold on the 'gray market' are missing, and not all companies provided data for the duration of the programme. Free condom data were collected by CCNAPC and SMOs from NGOs, Ministries of

Health and National AIDS programmes. Free condom data are missing for some years in some countries. As such the TCM data represent the *minimum* condoms sold/distributed. The data thus suggest trends but do not reflect exact sales/distribution figures.

Haiti



Key Issues

- Figure 1**
Condoms sold/distributed, Haiti 2005 – 2008 (millions)
- Haiti is the poorest country in the Caribbean, and free condoms provided by donors (UNFPA and USAID) dominate the market. This raises questions of sustainability: if donor supplies dwindle in the future, will people stop using condoms, or will they be willing to pay for them? Will the TCM be weakened by people switching to free condoms? What is a 'healthy' market share for commercial and SM condoms?
 - There is a negligible formal commercial sector in Haiti. The sole company operating in the country stopped in 2007 due to political and economic instability. Commercial condoms are thought to be largely

imported by 'suitcase traders'.

Jamaica

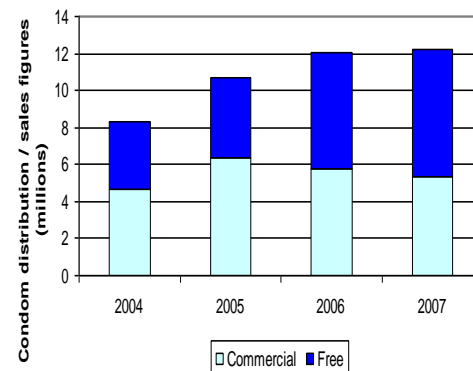


Figure 2 Condom sales/distribution, Jamaica 2004–2007 (millions) (Sales figures unavailable for 2008)

Key issues

- There is no SM condom brand in Jamaica: CARISMA's SMO focused on promoting demand for condoms across free and commercial sectors.
- There has been year on year growth in the TCM in Jamaica, with free condoms responsible for that growth each year.

Dominican Republic

Key issues

- The market is dominated by SM condoms (Profamilia and PSI). Historically, there has been no large commercial sector, although the unregulated 'suitcase trade' could be significant.
- Some of the 24% decline in commercial sales between 2005 and 2007 is attributable to the lack of data on sales from 2007 onwards after one company stopped supplying data.

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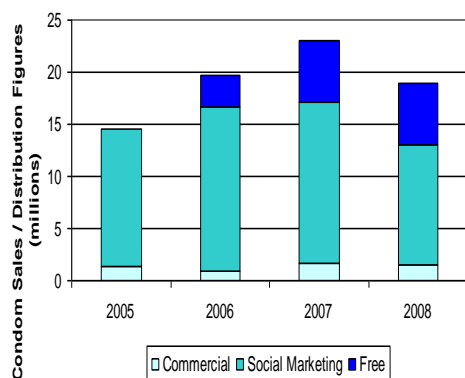


Figure 3. Condom sales/distribution, Dominican Republic 2005-2008 (millions) (free condom data missing in 2005)

- Commercial brands are relatively expensive, and incomes are generally low. It will be challenging to grow the commercial sector.
- Stock-outs, related to delays in shipments and clearing customs, caused drops in SM sales in 2007 and 2008. There are indications that SM condoms may also be under pressure from free condom distribution.

Belize

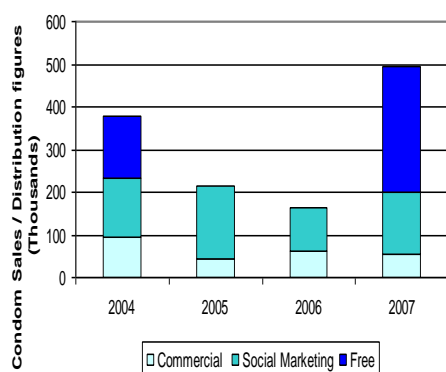


Figure 4. Condom sales and distribution, Belize 2004-2007 (thousands) (free data only available in 2004 and 2007. Sales data missing in 2008)

Key issues

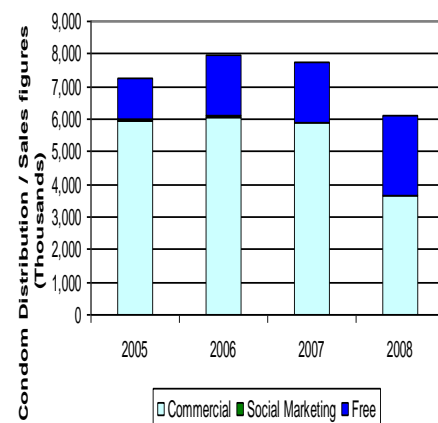
- The overall picture in Belize is difficult to interpret, partly due to the lack of free condom data in several years.
- Reported commercial sales were down by 44% between 2004 and 2007. This is thought to reflect data collection issues rather than a true decline in sales.
- SM sales increased by 41% between 2006 and 2007 when the CARISMA supported programme started, but there were 5% fewer sales in 2007 than in 2005.

OECS, Trinidad and Tobago, and Barbados

These countries were considered together as a sub-region, due to inter-island trading of condoms, and the fact that PSI manages a regional programme across the islands.

Key issues

- SM sales are low as PSI does not distribute their own brand, and IPPF affiliates only distributes SM condoms on a small number of islands.
- Commercial sales have been consistent from 2005 - 2007. However, if sales in the second half of 2008 were similar to the first, commercial sales would have declined in 2008 (sales are projected figures only as a major distributor declined to provide data in the second half of 2008).
- Trinidad and Tobago has the largest market, selling over twice as many condoms in 2007 (just over 4 million) as the other countries in the sub-region put together.



- Commercial sales declined in

Figure 5. Condom sales and distribution, OECS, Trinidad and Tobago, and Barbados, 2005 - 2008 (figures for 2008 are projected figures only, based in sales in first half of 2008) (millions)

some countries between 2005 and 2007 (Barbados, Antigua and Barbuda, and St Kitts and Nevis)

- Commercial sales increased in other countries between 2005 and 2007: Dominica, Grenada and St Lucia. This may be due to the large number of TV and radio spots that were aired (the 'Got it? Get it' behaviour change campaign).

Regional Overview of Condom Sales and Distribution

- Projected total sales for 2008 are included, based on the assumption that the same number of condoms will be sold/distributed in the second half of 2008 as in the first. Sales had to be projected based on data from the first half of the year, because a major distributor declined to provide data for the second half of 2008.

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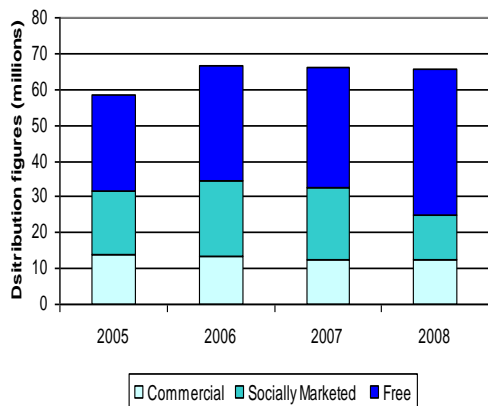


Figure 6. Condom sales and distribution, all countries, 2005 – 2008 (millions) (figures for 2008 are projected figures only, based in sales in first half of 2008) (millions)

- The total volume of condoms peaked in 2006 at 66.7 million sold or distributed. Distribution figures plateau in at almost 66 million in 2007 and 2008.
- The free condom sector has grown in market share between 2005 and 2008:

Market shares	2005	2008	% Change
Commercial	24%	19%	Down 19%
Social marketing	31%	19%	Down 37%
Free	45%	62%	Up 36%

- The commercial sector's overall sales decline is relatively small (from 13.8 million in 2005 to 12.5 million in 2007). As figures underestimate actual sales (due to two companies dropping out of data reporting), this is unlikely to represent significant 'crowding out' to the extent that future commercial markets are under current threat.

- However, both SM and commercial sectors appear to be under increasing pressure from free condom distribution (especially in the Dominican Republic and Jamaica). There are implications for the sustainability of the TCM if free condoms attract people switching from commercial or SM condoms rather than attracting new users, particularly if these people can afford to pay for commercial or SM brands.

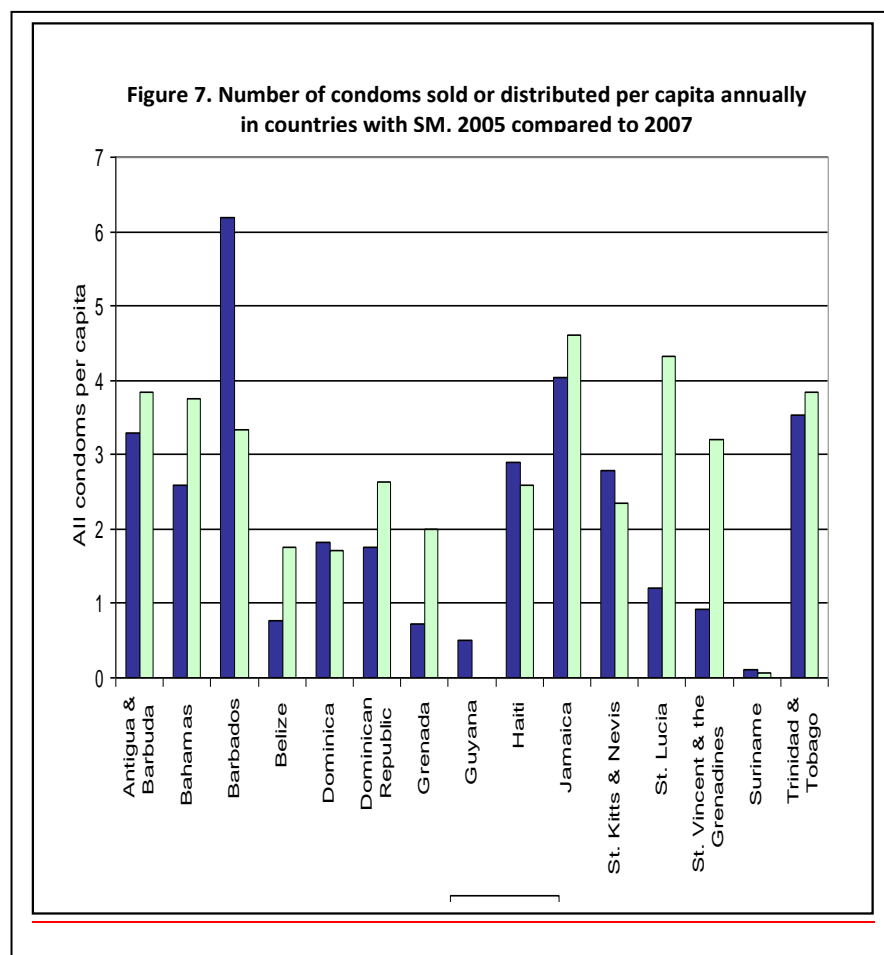
Per Capita Condom Sales

- To put Figure 7 in context, in Brazil, 8.7 condoms were sold per capita in 2002; substantially higher than any Caribbean country - so there appears to be considerable room for total market growth across the region.

- Per capita sales in countries with and without SM programmes in the Caribbean were compared. Almost twice as many condoms per capita are distributed in countries with SM programmes (1.4 vs. 0.8 in 2007), suggesting that SM makes a positive contribution to condom availability and demand.

Lessons Learned and Next Steps in Monitoring the Total Condom Market

- Challenges in collecting data from commercial companies mean that in the second phase of the CARISMA programme, we will also work with market research agencies to develop tailored methodologies for estimating the size of the total market in several key countries.



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- There were challenges in obtaining free condom distribution data, as centralized data collection systems are varied or do not exist. While some countries, including Jamaica, conduct regular inventories of free condoms, at present the systems to do this are limited in most National Aids Programmes. A strong case for the usefulness of free condom data for the region will have to be made to attract investment in this area.
- At present, only crude distribution figures on free condoms are available, and we do not know *where* they are distributed, to whom, and what proportion is eventually used by consumers. This information would be useful in determining the cost-effectiveness of free condom distribution as a public health measure. PANCAP/CARICOM's Regional Model Condom Policy advocates developing clearer condom policy and targeting in this area.
- During the second phase of CARISMA 2, we will analyse *who* is using different sectors of the Total Market according to their socioeconomic status, in order to monitor whether free condoms are being accessed by those with the greatest need.
- These data raise an important question: how does a country decide what proportion of its market should be free, commercial, or socially marketed? This will differ by country and should be the subject of discussion among the different condom sectors and other stakeholders.
- Whilst recognizing the limitations of these data, it is hoped that they will contribute to regional and national discussions between sectors on how they can best cooperate and coordinate efforts to grow the total condom market.

CARISMA II is a regional social marketing programme designed to improve sexual and reproductive health in selected countries of the Caribbean region. The programme aims to increase preventative behaviours among at-risk individuals through social marketing approaches, and improve the availability and affordability of contraceptives in hard to reach areas. CARISMA II is a development programme of CARICOM which is financed by the Federal Republic of Germany through the German Development Bank (KfW). More information about the project is available at www.carisma-pancap.org

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