



Empowering Family Planning with Data-Driven Insights

OVERVIEW

The evolving landscape of family planning demands innovative approaches that inform policy, optimize funding, and maximize impact. The Contraceptive Market Size Visualizer (CMSV) is an interactive tool designed to meet the needs of public sector leaders, donors, NGOs, and researchers in understanding the modern contraceptive landscape at national and sub-national levels. By providing contextualized market intelligence for stakeholders, the CMSV helps users to make better program planning, resource allocation, and market-shaping decisions.

KEY BENEFITS

- **Interactive Data Visualization:** The CMSV transforms complex datasets into interactive visuals that highlight the market size of a variety of contraceptive products, their current market share, and their geographic distribution. The CMSV also helps users to uncover untapped market opportunities. Users can navigate through maps and graphs to uncover insights tailored to their needs.
- **National and Subnational Insights:** The CMSV offers new information on contraceptive demand dynamics among all women and young women at both the national and subnational levels. The CMSV's insights empower stakeholders to design evidence-based targeted interventions.
- **Data-Driven Decision Making:** The CMSV's integrated data-driven market estimates provide policymakers, program managers, donors, and the private sector – including social marketers, manufacturers, importers, and large distributors – the evidence they need to make informed decisions that expand access to modern contraception.
- **User-Friendly, Transparent Data:** The intuitive CMSV interface ensures that even non-technical users can explore complex datasets easily. Users can also generate and download customized tables and maps for use in presentations or advocacy.

WHO SHOULD USE THE CMSV?

- **Governments and contraceptive programs** seeking to more precisely target interventions at the sub-national level.
- **Private sector actors** aiming to identify market opportunities and design impactful product launches.
- **Donors and non-profits** monitoring trends and prioritizing funding to achieve meaningful health impacts.
- **Health professionals and researchers** in need of data to inform studies and program strategies.

GET STARTED NOW

Visit [CMSV](#) today and discover how this versatile tool can transform your approach to family planning programming. Metrics for Management can tailor analyses and expand CMSV to other countries, making it an invaluable asset.

Interested in gaining similar insights that are more specific to your organization's needs? Email us at communications@m4mgmt.org.

ABOUT METRICS FOR MANAGEMENT (M4M)

M4M is a nonprofit organization created to provide data-driven insights to improve population health and equity. M4M's signature focus creates rigorously underpinned, easy-to-implement, and sustainable data and measurement approaches that provide the critical information needed by global health actors to inform decision-making and to improve health outcomes and well-being in low- and middle-income countries.

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