



**METRICS FOR MANAGEMENT**

## **CASE STUDY:** Contraceptive Market Size Visualizer (CMSV)

**Location:** Global | **Funding:** United States Agency for International Development (USAID)

### **THE CHALLENGE**

In today's competitive market, success in the family planning sector requires innovative approaches that inform policy, optimize funding, and maximize impact. Identifying the need for contraceptive programs, commodities, and services can be a challenging task, as well as determining what roles private and public stakeholders do and can play in ensuring that women's needs are met.

### **THE SOLUTION**

Partnering with USAID and Chemonics International, Metrics for Management (M4M) developed the Contraceptive Market Size Visualizer (CMSV), which provides two different analyses of contraceptive market size - at both the national and subnational level. By providing contextualized market intelligence for stakeholders, the CMSV helps users improve program planning, resource allocation, and

market-shaping decisions.



The CMSV is an interactive tool, tailored for private sector stakeholders — pharmaceutical companies, social marketers, commercial organizations — that delivers the market intelligence needed to identify opportunities, refine product strategies, and gain a competitive edge. However, it can also be utilized by governments, contraceptive program staff, donors, nonprofits, health professionals, and researchers.

The CMSV utilizes interactive data visualization, data-driven business analytics, and a user-friendly interface with customizable data output — all garnering comprehensive national and subnational insights.

*Photo credit: Jonathan Torgovnik/Getty Images/Images of Empowerment/Rabai, Kenya*

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