



SEMA

REPRODUCTIVE HEALTH

Understanding SRH markets:
Findings from SEMA's product
markets assessments



SEMA'S Healthy Markets Framework

What?

SEMA's **Healthy Market Framework** assesses market health across different dimensions.

How?

SEMA **commissioned partners** to assess country markets, product markets, and market enablers.

Using qualitative and quantitative indicators, the framework produces composite scores which are captured in a **simple diagram** that visualises key market strengths and weakness.

Assessments can then be repeated over time to allow ongoing monitoring and evaluation of market interventions.



How we define healthy markets

- Strong foundations (data, analytics)
- Resilience to shocks
- Affordable & sustainable prices
- Reliable & sufficient supply
- Financing and scale to meet demand
- Ability to roll out new products
- Quality products

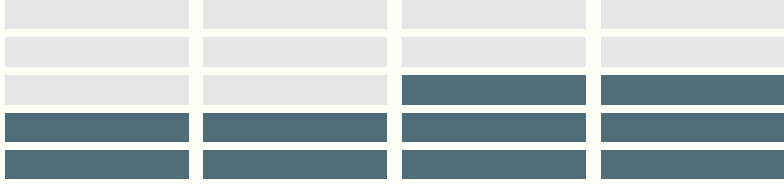
Injectables Assessment Results

DMPA-IM



Data Availability Institutional Base Analytical Tools Partnership

DMPA-SC



Data Availability Institutional Base Analytical Tools Partnership

Market outputs (lighter shading reflects uncertainties due to data limitations) Market foundations

Injectables Market Insights



Lack of procurement funding is a barrier to fulfilling global demand.



IM is predominant and it has at times been difficult to fulfil SC orders. **SC demand is likely to increase** (e.g., with generic SC) but still uncertain SC will realize its potential.



DMPA-SC market is undermined by **lack of provider capacity, enabling policies, and cross-cutting challenges** e.g., supply-chain limitations.

Supply



Engage generic SC manufacturer to support launch plans (including country regulatory approvals). Support countries to revise/deploy supply plans and coordinate local partners. Enabling appropriate supply diversification.

Demand



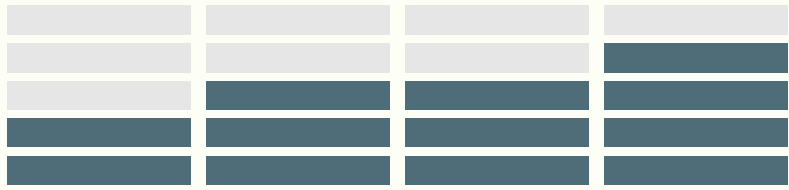
Continue efforts to expand access to DMPA-SC including through provider training, demand generation, and efforts to enable private sector delivery.

Partnership



Evolve DMPA-SC partnership so that monitoring and investment decisions are informed by the injectables and broader SRH product market and driven by country needs.

Hormonal IUD Assessment Results



Data Availability Institutional Base Analytical Tools Partnership

Market outputs Market foundations

Hormonal IUD Market Insights



Market foundations are solid but need to strengthen data and sustain support for Access Group.



Supply is adequate though effort is required to ensure this continues to meet growing demand.



Research is needed to understand demand, user profiles and why women choose hormonal IUD.



Resource is needed for introduction including **training, supervision, and demand generation**.



Integration into private/commercial channels and expansion of financing should be explored.

Supply



Support Access Group efforts to ensure timely availability of diversified hormonal IUD supply is maintained over time at adequate levels of scale and affordability.

Demand



Provide near-term, targeted funding for introduction activities delivered in a way that aligns with government-led product introduction, and establish processes to ensure consistent access to consumer insights.

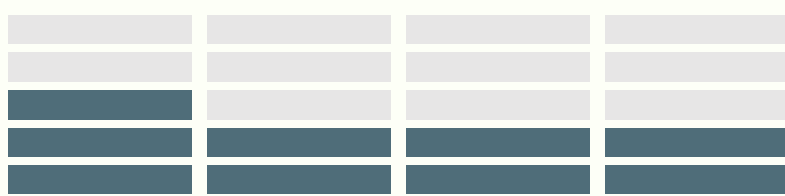
Partnership



Support continued development of market foundations and execution of market shaping strategy.

Medical Abortion Assessment Results

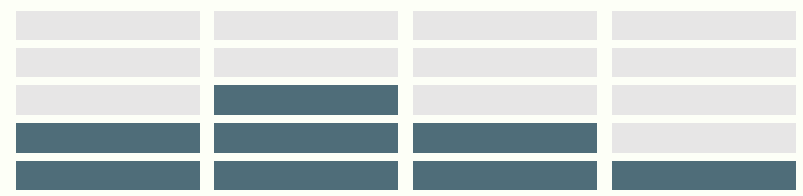
MA Combipack



Data Availability Institutional Base Analytical Tools Partnership

Market outputs (lighter shading reflects uncertainties)

Misoprostol



Data Availability Institutional Base Analytical Tools Partnership

Market foundations

Medical Abortion Market Insights



Combipack and miso both have a role to play. Combipack is the preferred regimen, but miso is more affordable and available.



Quality is a concern for non-WHO PQ/SRA approved combipacks and miso. **Affordability** is a concern for WHO PQ/SRA approved combipack.



Limited procurement may threaten availability of affordable WHO PQ/SRA approved combipacks.



Restrictive laws and policies and stigma limit demand for MA.



Limited data on user/provider behaviour and commercial volumes undermines strategy design.



Coordination and alignment should be enhanced to maximize resources.

Supply



Increase availability of affordable quality product by executing agreed market shaping strategy and identifying additional relevant market shaping interventions based on market needs; and strengthening national regulatory systems.

Demand



Fund country-level advocacy and CAC scale-up activities (e.g., training, VCAT, supply chain and procurement) to address factors that limit demand such as restrictive laws/policy and stigma.

Partnership



Align on priorities and strengthen cross-sector coordination at country-level in a way that strengthens cross-product introduction capacity generally.

Data



Conduct consumer and provider research, including in commercial sector, and track commercial sector volumes to address lack of data.

Cross-product themes and recommendations

Partnership



Problem: Limited coordination and governance of the total SRH product market.

Solution: Establish a multi stakeholder market coordination mechanism to set annual market priorities.

Stewardship



Problem: Country market stewardship capacity operates at the individual product level.

Solution: Build country capacity to develop data-based cross-product market strategies.

Data



Problem: Significant data gaps exist.

Solution: Develop comprehensive multi-channel, multi-sector data and analytics platform.

Financing



Problem: Inadequate access to financing is a root cause of market shortcomings.

Solution: Advocate for additional commodity funding and identify opportunities to support new or expanded financing mechanisms.

See additional details at

<https://www.semareprohealth.org/resources>