Understanding SRH markets: Findings from SEMA’s product markets assessments
SEMA’s Healthy Market Framework assesses market health across different dimensions.

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 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.
**Recommendations**

**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

- Market outputs
- Market foundations

- Data Availability
- Institutional Base
- Analytical Tools
- Partnership

- Customer Satisfaction and Equitable Access

- Resilience
- Affordability
- Supply
- Demand
- Quality
- Innovation
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 market assessment focuses on assessing the MA combipack (i.e., the co-packaged presentation of mifepristone and misoprostol) and misoprostol products based on WHO recommendations.
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

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<th>Partnership</th>
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<td><strong>Problem:</strong> Limited coordination and governance of the total SRH product market.</td>
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<td><strong>Solution:</strong> Establish a multi stakeholder market coordination mechanism to set annual market priorities.</td>
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<th>Stewardship</th>
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<td><strong>Problem:</strong> Country market stewardship capacity operates at the individual product level.</td>
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<td><strong>Solution:</strong> Build country capacity to develop data-based cross-product market strategies.</td>
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<td><strong>Problem:</strong> Significant data gaps exist.</td>
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<td><strong>Solution:</strong> Develop comprehensive multi-channel, multi-sector data and analytics platform.</td>
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<td><strong>Problem:</strong> Inadequate access to financing is a root cause of market shortcomings.</td>
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<td><strong>Solution:</strong> Advocate for additional commodity funding and identify opportunities to support new or expanded financing mechanisms.</td>
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See additional details at https://www.semareprohealth.org/resources