



Retail Audit of Selected Family Planning, Maternal and Child Health and Hygiene Products in the Private Sector, Ghana

Presented by:

Presented to TFHO staff
Venue: Online
Date: 12th September 2024

Funding



USAID
FROM THE AMERICAN PEOPLE

HEALTH MARKETING ACTIVITY

**SOCIAL MARKETING AND
PRIVATE SECTOR ACTIVITY**



Outline

01 INTRODUCTION

02 METHODOLOGY

03 FINDINGS

04 CONCLUSION





Introduction

- Over the years, private sector actors in collaboration with the public sector have invested significantly to ensure access to health products across the country.
- These efforts require empirical data to monitor, track and ensure that real progress is being made.
- With support from USAID, TFHO as a market actor, commissioned a nationwide retail audit to assess the availability and prices of selected health products in the private sector.

Introduction

Main objective

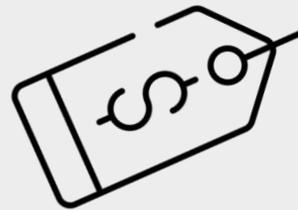
to support health market actors, make evidence-based strategic decisions.

- Specifically, the retail audit sought to:



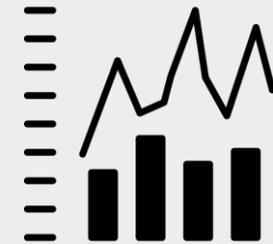
assess the availability

of selected health products in selected retail outlets



assess prices

of targeted health products in selected retail outlets



establish indicator measures

for TFHO projects (baseline and endline)



METHODOLOGY



Terminology

- **Public sector:** retail outlets that are owned or controlled by the government
- **Private sector:** retail outlets that are not owned or controlled by the government
- **Pharmacy:** retail outlets that are permitted to sell Class A, B and C drugs
- **Over the Counter Medicine Seller:** retail outlets that are permitted to sell Class C drugs (over-the-counter medicine)
- **Corner shops:** small retail outlets that sell a variety of everyday items, such as groceries, snacks, drinks, among others
- **Modern trades:** larger and/or more organized than corner shop retail outlets (e.g., supermarkets, mini-marts, fuel station marts and convenience stores) that often sell general goods/products

Study Design

STUDY POPULATION

- Nationwide
- Cross-sectional survey

TYPE OF OUTLET

- Pharmacies
 - OTCMSs
- Modern trades
- Corner shops

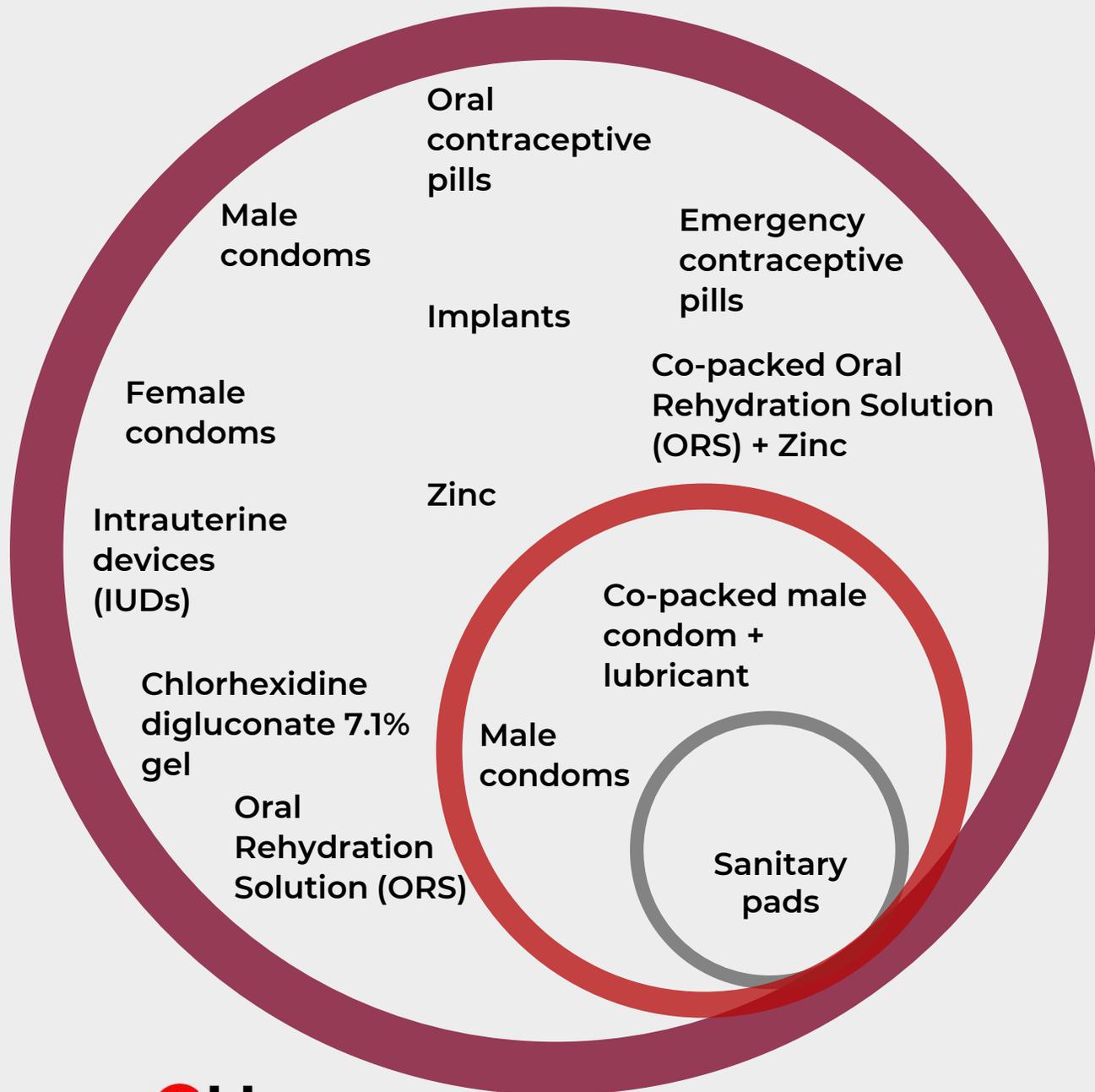
PERIOD

- February - March 2024

PRODUCT CATEGORY

- Family planning
- Hygiene
- Maternal and child health





Products and retail outlets

Type of retail outlet

-  Pharmacies & OTCMSs (N=13)
-  Modern Trades (N=3)
-  Corner Shops (N=1)

Sampling

Sample size calculated for districts and retail outlets (separately).

Selection of districts:

261

Total number of districts in Ghana

139

Calculated sample size for districts

217

Sampling frame:
Districts with registered OTCMSs

120*

Actual sampled study districts

Districts sample statistics by region

Region	No. of dist.	No. of dist. with OTCMS	% of sample	Sample d dist. per region	*Actual sampled dist. per region
Western	14	13	6.0	8	8
Central	22	20	9.2	13	12
Greater Accra	29	16	7.4	10	12
Volta	19	17	7.8	11	9
Eastern	33	26	12.0	17	15
Ashanti	43	31	14.3	20	17
Western North	9	9	4.1	6	5
Ahafo	6	6	2.8	4	4
Bono	12	11	5.1	7	7
Bono East	11	10	4.6	6	6
Oti	8	8	3.7	5	5
Northern	16	15	6.9	10	4
Savannah	7	6	2.8	4	3
North East	6	5	2.3	3	3
Upper East	15	13	6.0	8	6
Upper West	11	11	5.1	7	4
Total	261	217	100.0	139	120

Note: districts were randomly selected within the regions

*Note: after distributing the sample, districts with sample allocations below 5 retail outlets (both OTCMSs & pharmacies) in total were excluded and the allocated sample redistributed across other districts within the same region.



Selection of pharmacies

5,032

Total number of retail pharmacies

Data from Pharmacy Council as of June 2023 that met the inclusion criteria

881

Calculated sample size

934*

Adjusted sampled retail pharmacies

Pharmacies sample statistics by region

Region	Sampled dist. per region	No. of registered Pharmacies	% of sample	Sample size	Adjusted sample size
Western	8	218	4.3	38	38
Central	12	250	5.0	44	44
Greater Accra	12	2,772	55.1	485	485
Volta	9	98	1.9	17	17
Eastern	15	197	3.9	34	34
Ashanti	17	1,046	20.8	183	183
Western North	5	30	0.6	5	15
Ahafo	4	40	0.8	7	20
Bono	7	110	2.2	19	19
Bono East	6	71	1.4	12	12
Oti	5	8	0.2	1	4
Northern	4	104	2.1	18	18
Savannah	3	9	0.2	2	5
North East	3	5	0.1	1	3
Upper East	6	46	0.9	8	23
Upper West	4	28	0.6	5	14
Total	120	5,032	100.0	881	934

Note: The sample was then distributed proportionately to the number pharmacies in the district.

*The sample of 881 was increased to 934 by adjusting the sample size of regions that had less than 10 pharmacies to about half the number of pharmacies in the region to enable us to get a reasonable sample size for regional level analysis.



Selection of OTCMSs

24,935

Total number of OTCMSs.
Data from Pharmacy Council as of June 2023 that met the inclusion criteria

971

Calculated sample size

1,076*

Adjusted sampled OTCMSs

OTCMSs sample statistics by region

Region	Sampled dist. per region	No. of registered OTCMS	% of sample	Sample size	Adjusted sample size
Western	8	2,234	9.0	87	87
Central	12	2,972	11.9	116	116
Greater Accra	12	5,231	21.0	204	204
Volta	9	1,015	4.1	40	40
Eastern	15	2,437	9.8	95	95
Ashanti	17	5,099	20.4	199	199
Western North	5	816	3.3	32	32
Ahafo	4	494	2.0	19	30
Bono	7	1,179	4.7	46	46
Bono East	6	1,088	4.4	42	42
Oti	5	302	1.2	12	30
Northern	4	888	3.6	35	35
Savannah	3	216	0.9	8	30
North East	3	123	0.5	5	30
Upper East	6	446	1.8	17	30
Upper West	4	395	1.6	15	30
Total	120	24,935	100.0	971	1,076

Note: The sample was then distributed proportionately to the number pharmacies in the district.

*The sample size of 971 was adjusted to 1,076 by standardizing the allocated sample size per region to a minimum of 30 to get a reasonable sample for regional analysis.



Selection of corner shops

1,754,506

Total number of corner shops

Data from 2021 PHC – no. of commercial structures (e.g., metal, wooden, kiosk)

1,000

Calculated sample size

1,120*

Adjusted sampled corner shops

Corner shops sample statistics by region

Region	Sampled dist. per region	No. of selected dist. per region	No. of corner shops retail outlets	% of sample	Sample size	Adjusted sample size
Western	8	9	126,358	7.2	72	72
Central	12	14	162,043	9.2	92	92
Greater Accra	12	19	429,985	24.5	245	245
Volta	9	12	67,148	3.8	38	38
Eastern	15	21	230,455	13.1	131	131
Ashanti	17	28	352,408	20.1	201	201
Western North	5	6	74,127	4.2	42	42
Ahafo	4	4	49,180	2.8	28	30
Bono	7	8	96,466	5.5	55	55
Bono East	6	7	59,069	3.4	34	34
Oti	5	5	24,946	1.4	14	30
Northern	4	10	40,309	2.3	23	30
Savannah	3	4	7,723	0.4	4	30
North East	3	4	3,828	0.2	2	30
Upper East	6	10	20,935	1.2	12	30
Upper West	4	7	9,526	0.5	5	30
Total	120	168	1,754,506	100.0	1,000	1,120

* The sample size of 1,000 was adjusted to 1,120 by standardizing the allocated sample size per region to a minimum of 30 to get a reasonable sample for regional analysis.



Selection of modern trades

1,754,506

Total number of
corner shops.
Used as a proxy measure

576

Calculated sample size

759*

Adjusted sampled
modern trades

Modern trades sample statistics by region

Region	Sampled dist. per region	No. of selected districts per region	Number of corner shops retail outlets ¹	Percent of sample ¹	Sample size	Adjusted sample size
Western	8	9	126,358	7.2	41	41
Central	12	14	162,043	9.2	53	53
Greater Accra	12	19	429,985	24.5	141	141
Volta	9	12	67,148	3.8	22	30
Eastern	15	21	230,455	13.1	76	76
Ashanti	17	28	352,408	20.1	116	116
Western North	5	6	74,127	4.2	24	30
Ahafo	4	4	49,180	2.8	16	30
Bono	7	8	96,466	5.5	32	32
Bono East	6	7	59,069	3.4	19	30
Oti	5	5	24,946	1.4	8	30
Northern	4	10	40,309	2.3	13	30
Savannah	3	4	7,723	0.4	3	30
North East	3	4	3,828	0.2	1	30
Upper East	6	10	20,935	1.2	7	30
Upper West	4	7	9,526	0.5	3	30
Total	120	168	1,754,506	100.0	576	759

¹ used as a proxy for modern trades retail outlets distribution. Sample distributed proportionately to the number of retail outlet

*The sample size of 576 was adjusted to 759 by standardizing the allocated sample size per region to a minimum of 30 to get a reasonable sample for regional analysis.



Quality Control



Training & Manual Provision

Data collectors underwent a 3-day intensive training and were provided with comprehensive manuals to ensure standardized data collection.



Comprehensive Data Recording

All retail outlets visited were meticulously recorded by data collectors using CAPI system.



Use of GPS for Accuracy

GPS coordinates were captured before data collection to enhance accuracy in location tracking.



Thorough Survey Review

Completed surveys were subjected to a thorough review process to identify and correct potential errors.

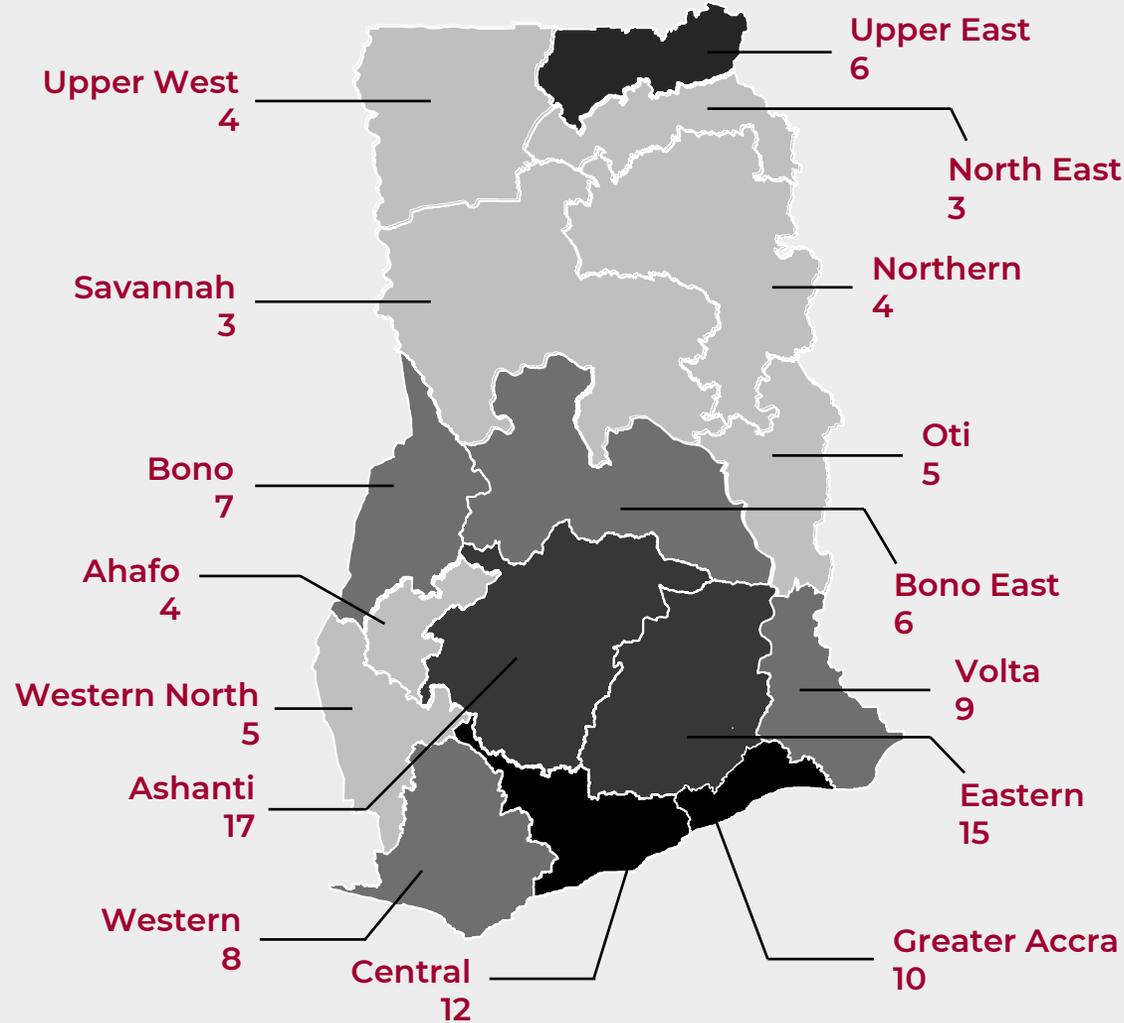


Spot Checks

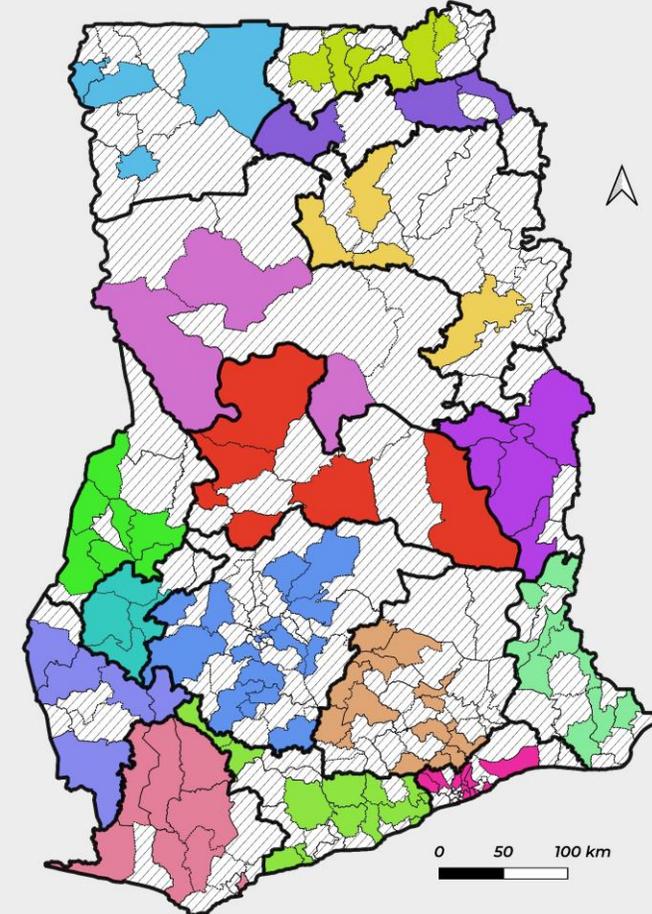
10% of all visits were randomly spot-checked by supervisors
10% sample of surveyed outlets were physically checked by supervisor



Study districts by region



Map of study districts by region



Sample statistics: expected and actual

3,899

Retail outlets surveyed

100.4%

Performance

Outlet Type	Actual	Performance
Pharmacy	899	96.3%
Modern Trade	695	91.6%
Corner Shop	1,192	106.4%
OTCMS	1,113	103.4%

Sample statistics by region

Region	All outlets		
	Expected	Actual	Performance
Western	238	241	101.3%
Central	305	305	100.0%
Greater Accra	1,075	1,062	98.8%
Volta	125	126	100.8%
Eastern	332	334	100.6%
Ashanti	699	708	101.3%
Western North	119	119	100.0%
Ahafo	110	111	100.9%
Bono	152	153	100.7%
Bono East	118	121	102.5%
Oti	94	94	100.0%
Northern	113	113	100.0%
Savannah	95	95	100.0%
North East	93	99	106.5%
Upper East	113	113	100.0%
Upper West	104	105	101.0%
Total	3,885	3,899	100.4%

Sample statistics: expected and actual

Sample statistics by region and type of retail outlet

Region	Pharmacies			OTCMSs			Modern Trades			Corner Shops		
	Expected	Actual	Performance (%)	Expected	Actual	Performance (%)	Expected	Actual	Performance (%)	Expected	Actual	Performance (%)
Western	38	39	102.6	87	87	100.0	41	41	100.0	72	74	102.8
Central	44	36	81.8	116	124	106.9	53	53	100.0	92	92	100.0
Greater Accra	485	460	94.8	204	223	109.3	141	140	99.3	245	239	97.6
Volta	17	17	100.0	40	40	100.0	30	30	100.0	38	39	102.6
Eastern	34	31	91.2	95	99	104.2	76	63	82.9	131	141	107.6
Ashanti	183	183	100.0	199	199	100.0	116	122	105.2	201	204	101.5
Western North	15	15	100.0	32	32	100.0	30	30	100.0	42	42	100.0
Ahafo	20	18	90.0	30	32	106.7	30	30	100.0	30	31	103.3
Bono	19	19	100.0	46	46	100.0	32	33	103.1	55	55	100.0
Bono East	12	14	116.7	42	42	100.0	30	30	100.0	34	35	102.9
Oti	4	3	75.0	30	31	103.3	30	20	66.7	30	40	133.3
Northern	18	18	100.0	35	35	100.0	30	25	83.3	30	35	116.7
Savannah	5	5	100.0	30	30	100.0	30	4	13.3	30	56	186.7
North East	3	4	133.3	30	33	110.0	30	14	46.7	30	48	160.0
Upper East	23	22	95.7	30	30	100.0	30	30	100.0	30	31	103.3
Upper West	14	15	107.1	30	30	100.0	30	30	100.0	30	30	100.0
Total	934	899	96.3	1076	1,113	103.4	759	695	91.6	1,120	1,192	106.4





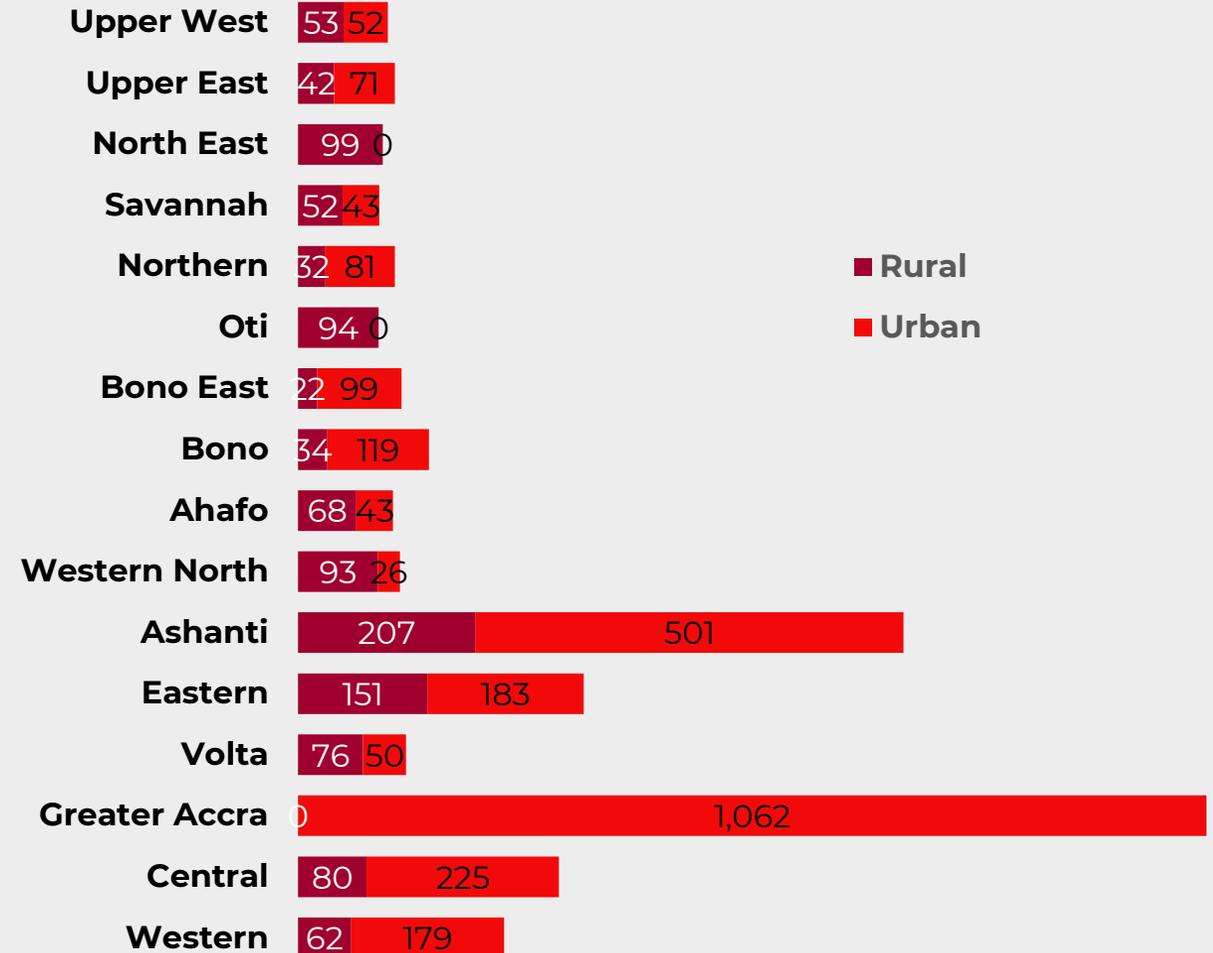
Rural-Urban sampling statistics

Number of districts

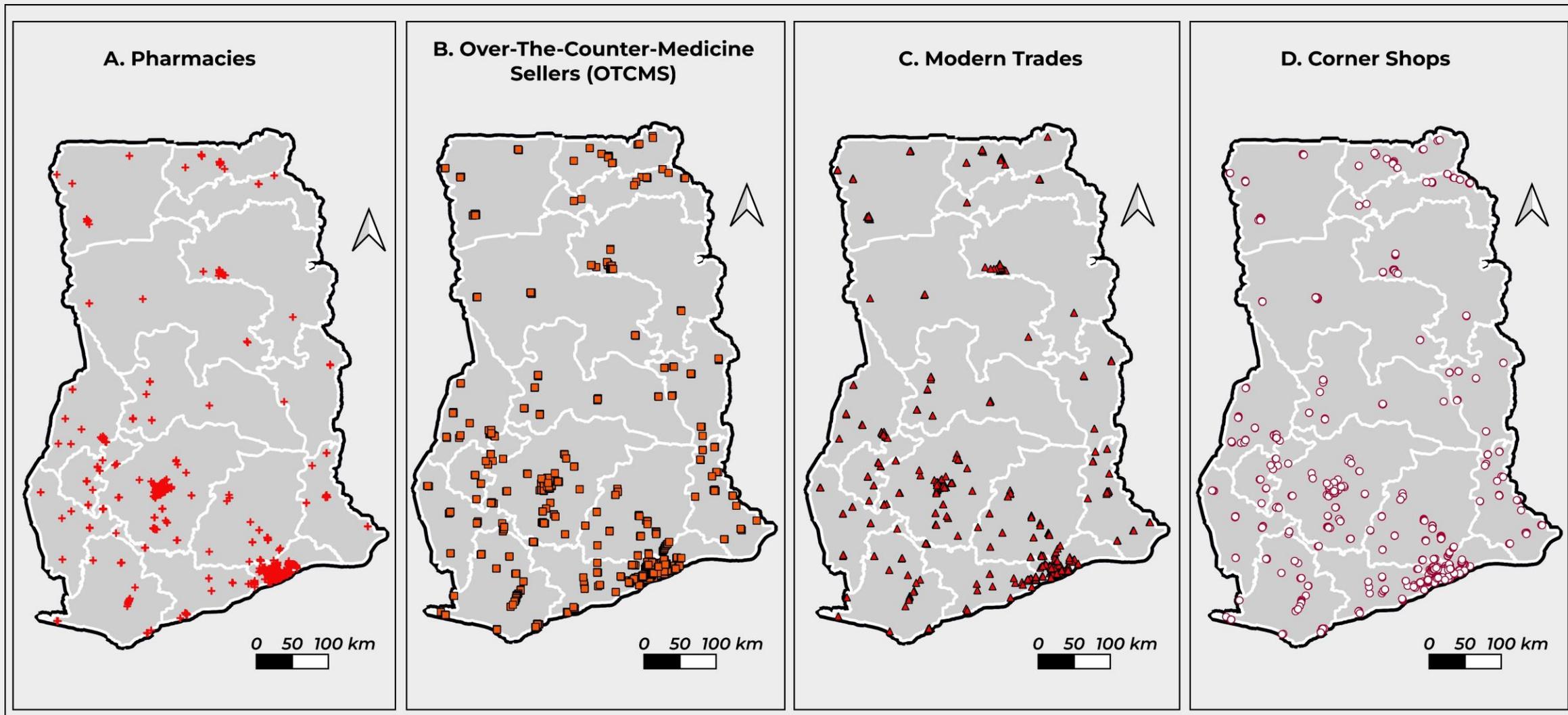
Rural : 65
Urban: 55

	Rural	Urban
Surveyed outlets	1,165 29.9%	2,734 70.1%
Outlet Type	Rural	Urban
<i>Pharmacy</i>	104 (11.6%)	795 (88.4%)
<i>OTCMS</i>	376 (33.8%)	737 (66.2%)
<i>Modern Trade</i>	214 (30.8%)	481 (69.2%)
<i>Corner Shop</i>	471 (39.5%)	721 (60.5%)

Number of outlets by region and rural-urban districts



Location of surveyed retail outlets





FINDINGS

Product Line up

Family Planning

- Emergency contraceptive Pills
- Oral contraceptive pills
- Male condoms
- Co-packed male condoms + lubricants
- Female condoms
- Implants
- Intrauterine devices
- Injectables

Hygiene

- Sanitary Pad

Maternal & Child Health

- Chlorhexidine Di gluconate 7.1% gel
- Oral Rehydration Salt (ORS)
- Zinc
- Co-packed ORS + Zinc



01. Emergency Contraceptive Pills (ECPs)

Family Planning Product



Emergency Contraceptive Pills (ECPs) Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

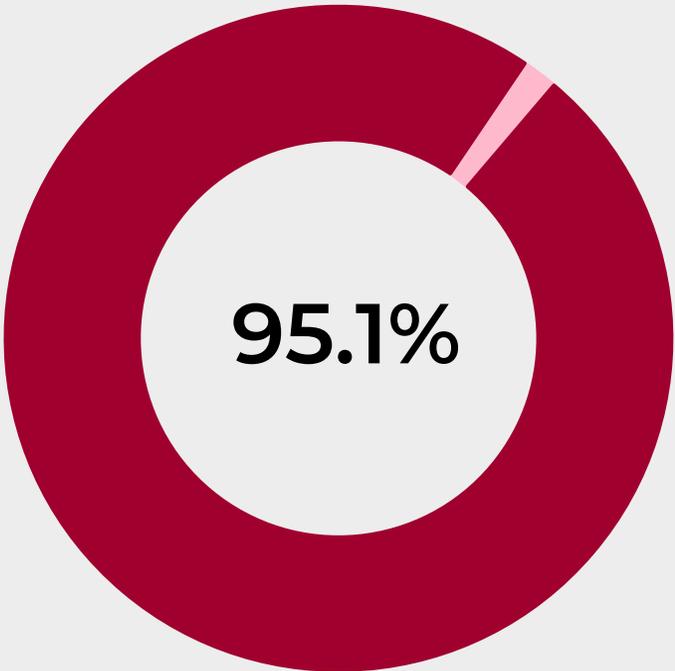
SAMPLED RETAIL
OUTLETS

Per Pack

COST ANALYSIS UNIT
OF MEASUREMENT

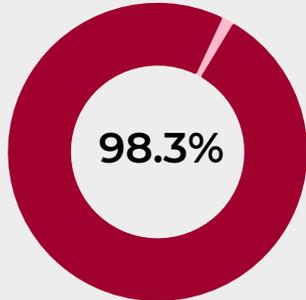
Availability of ECPs by type of outlet & region

All surveyed retail outlets

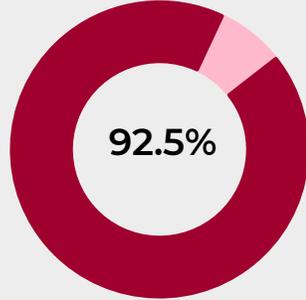


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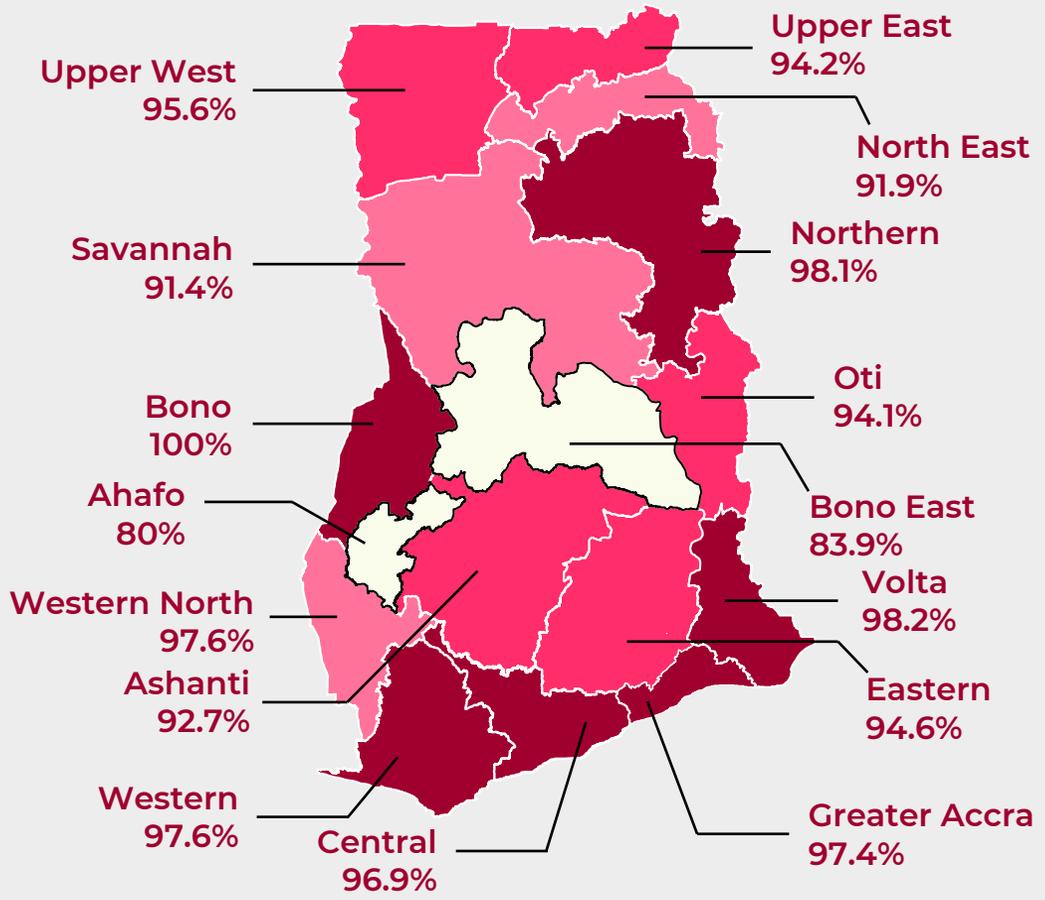
Pharmacies



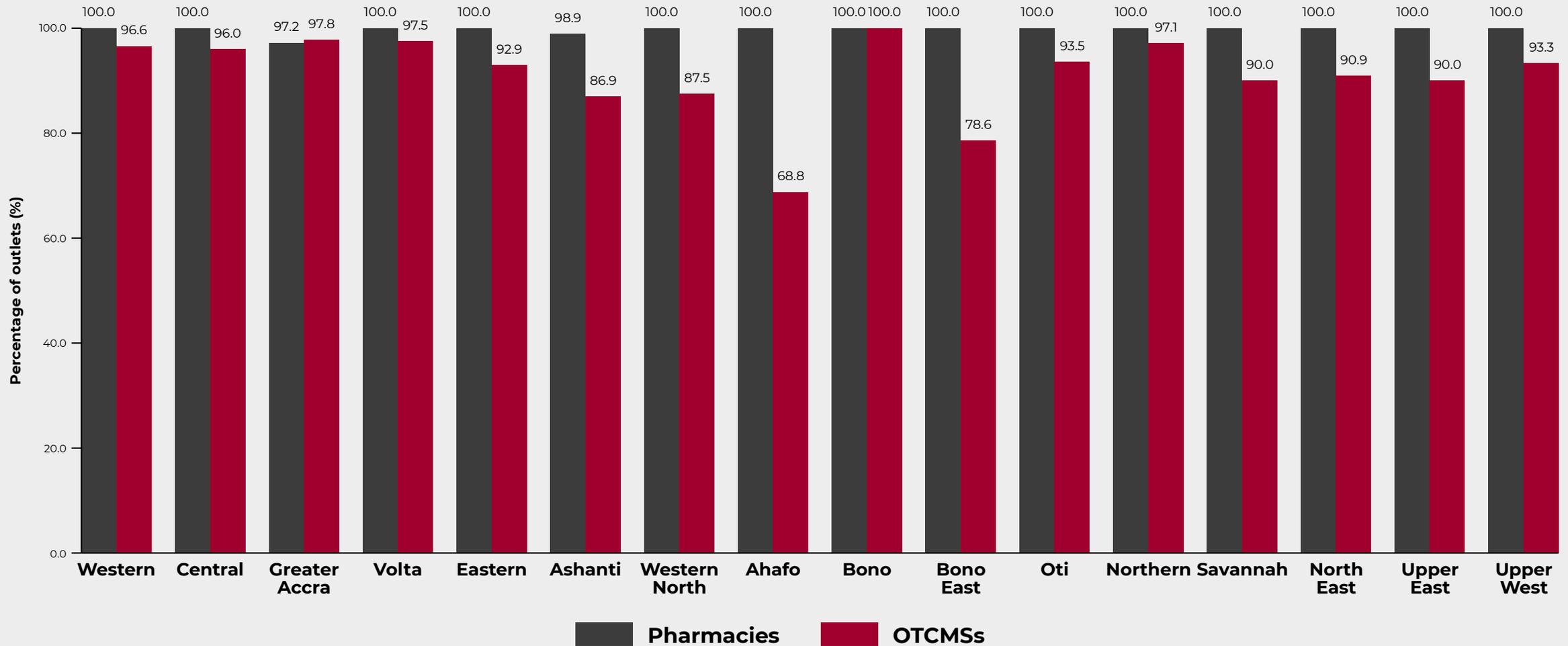
OTCMSSs



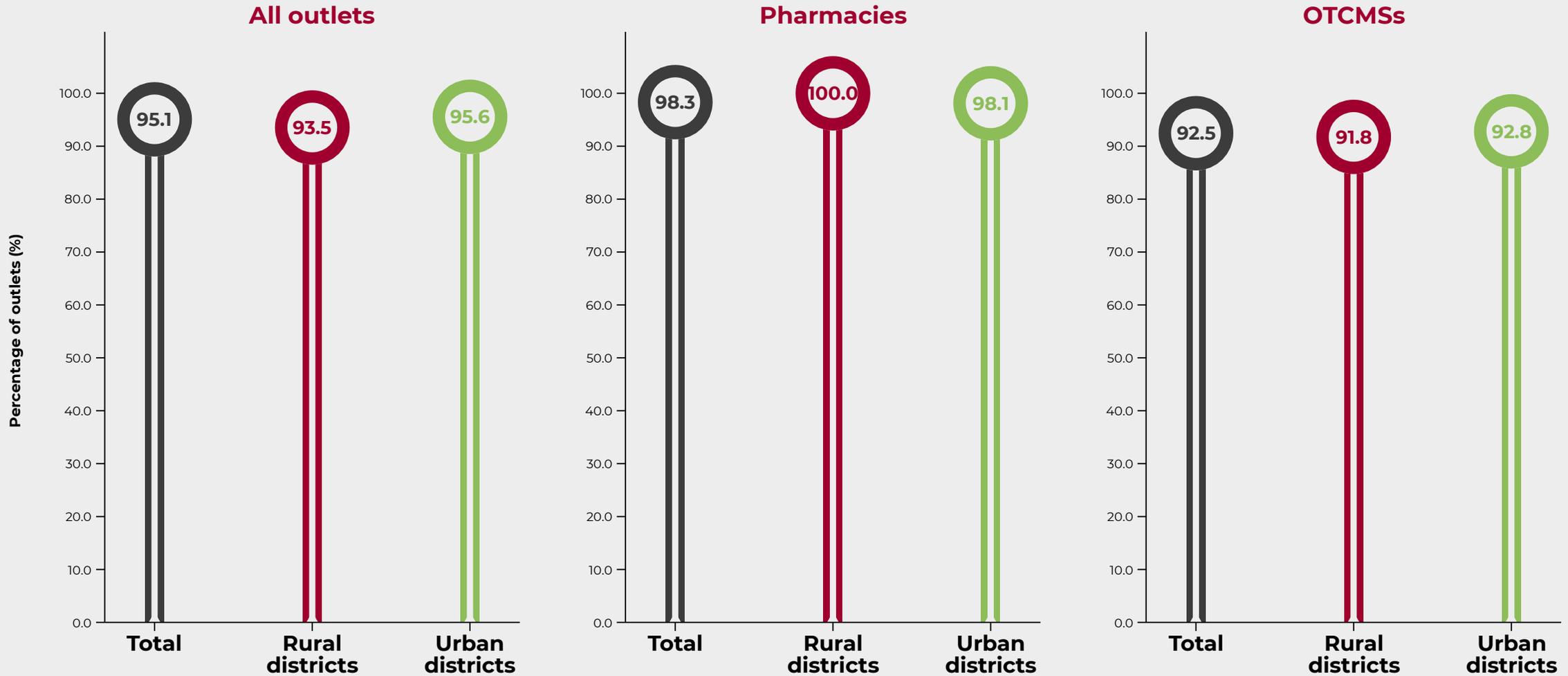
Regional estimates



Availability of ECPs by region & type of outlet



Availability of ECPs by type of outlet & district

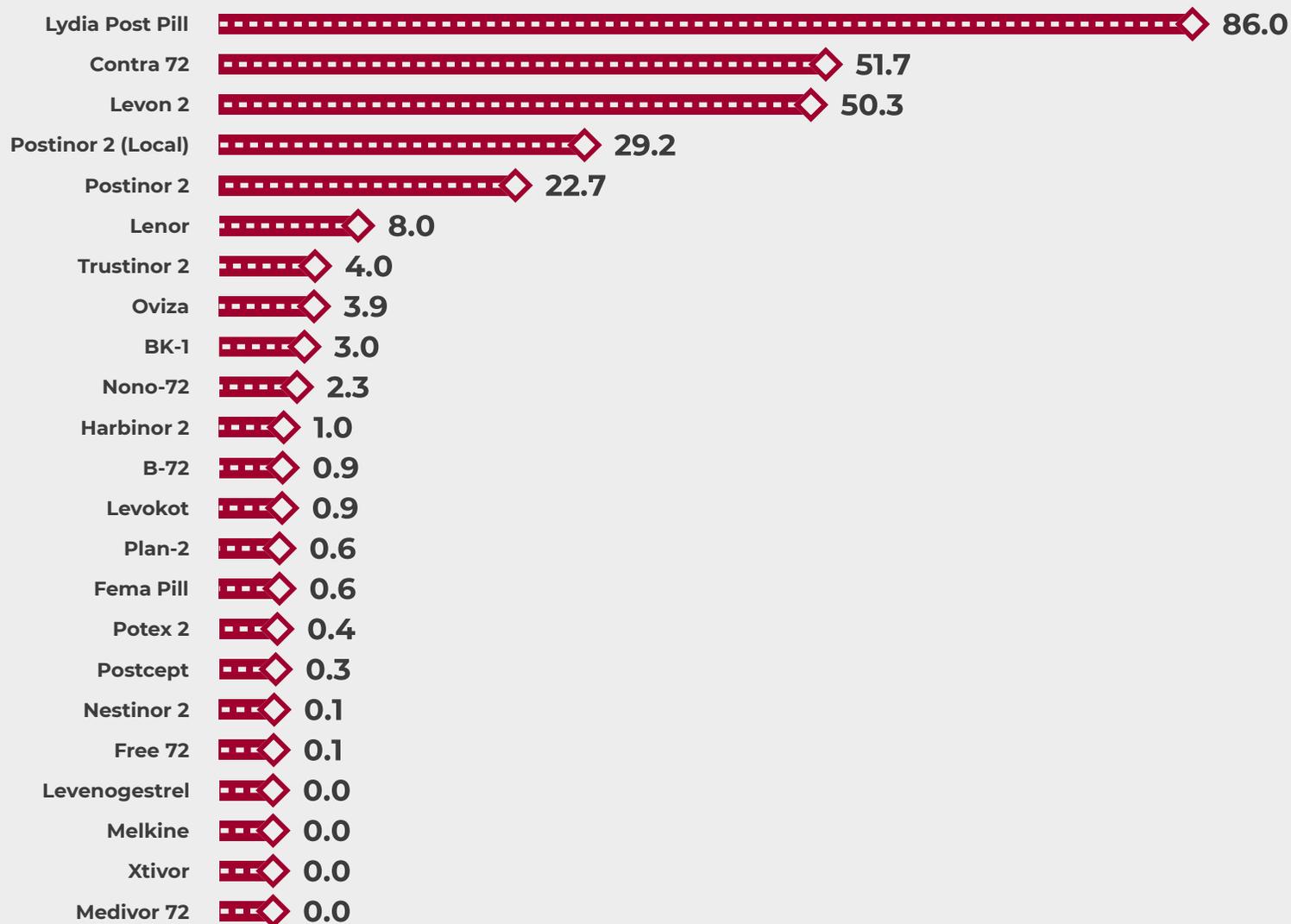


Availability of brands of ECPs

23

Different brands

Lydia Post Pill: **86.0%**
Contra 72: **51.7%**
Levon 2: **50.3%**
Postinor 2 (local): **29.2%**
Postinor 2: **22.7%**



Availability of brands ECPs by type of outlet

△ All outlets △ Pharmacies △ OTCMSs



Availability of brands ECPs by type of district



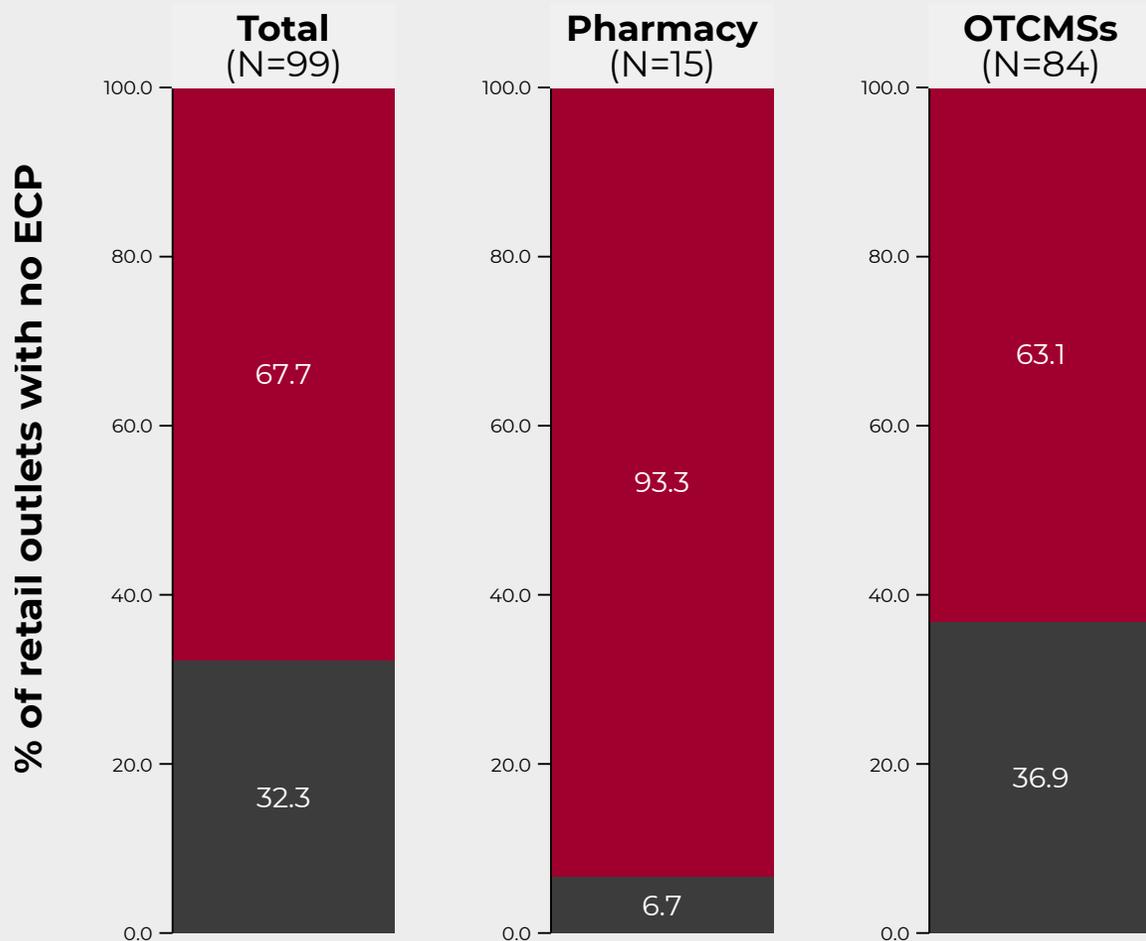
Availability of brands of ECPs by region

ECP Brands	Region																Total
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savanna	North East	Upper East	Upper West	
	N 126	160	683	57	130	382	47	50	65	56	34	53	35	37	52	45	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Lydia Post Pill	85.7	85.0	92.5	89.5	86.9	87.4	85.1	70.0	86.2	71.4	79.4	69.8	65.7	51.4	82.7	82.2	86.0
Contra 72	42.9	56.2	36.9	75.4	53.8	55.8	46.8	30.0	66.2	58.9	79.4	86.8	77.1	89.2	61.5	91.1	51.7
Postinor 2	14.3	6.2	50.4	17.5	13.8	9.7	8.5	4.0	4.6	0.0	0.0	13.2	0.0	0.0	3.8	4.4	22.7
Lenor	0.0	0.6	20.4	8.8	7.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Potex 2	1.6	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
BK-1	7.9	6.9	1.8	7.0	6.2	1.6	2.1	4.0	0.0	1.8	8.8	0.0	2.9	2.7	0.0	0.0	3.0
Levon 2	63.5	53.1	61.6	24.6	38.5	55.2	46.8	36.0	72.3	62.5	5.9	9.4	5.7	2.7	25.0	15.6	50.3
Nestinor 2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	2.2	0.1
Xtivor	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trustinor 2	3.2	5.6	6.7	5.3	3.1	1.0	0.0	0.0	4.6	7.1	0.0	0.0	5.7	0.0	0.0	2.2	4.0
Oviza	9.5	3.8	0.4	0.0	2.3	3.9	6.4	16.0	12.3	14.3	0.0	1.9	8.6	5.4	5.8	6.7	3.9
Postinor 2 (Local)	55.6	59.4	15.5	33.3	30.0	29.3	31.9	26.0	26.2	35.7	23.5	11.3	37.1	24.3	57.7	33.3	29.2
Nono-72	3.2	1.9	1.6	3.5	3.1	1.3	0.0	0.0	3.1	0.0	0.0	11.3	0.0	0.0	13.5	4.4	2.3
Harbinor 2	0.8	0.0	0.4	1.8	0.0	1.3	0.0	2.0	6.2	8.9	0.0	0.0	0.0	0.0	0.0	2.2	1.0
B-72	1.6	1.9	0.6	8.8	0.8	0.5	0.0	2.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Levokot	0.8	4.4	1.0	3.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Fema Pill	0.8	0.6	0.4	0.0	0.8	0.0	0.0	0.0	10.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Plan-2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Postcept	0.0	0.0	0.1	0.0	0.0	0.3	4.3	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Free 72	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.9	0.0	0.1
Levenogestrel	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Medivor 72	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melkine	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL BRANDS	97.6	96.9	97.4	98.2	94.6	92.7	91.5	80.0	100.0	83.9	94.1	98.1	91.4	91.9	94.2	95.6	95.1

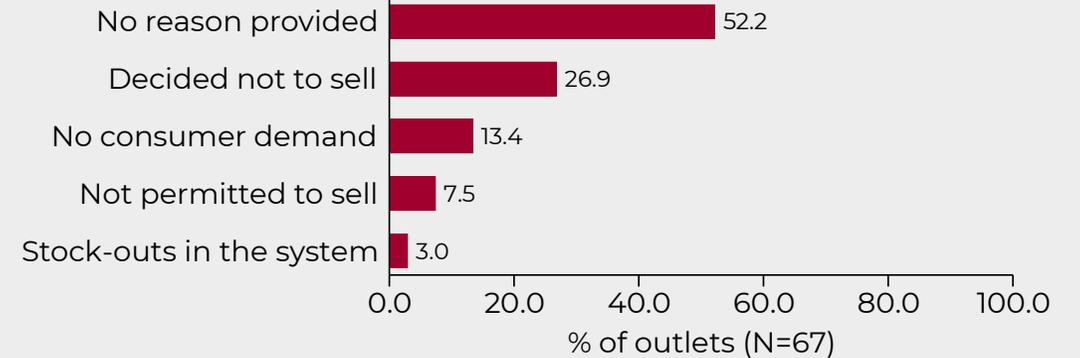


Sales history of ECPs in retail outlets

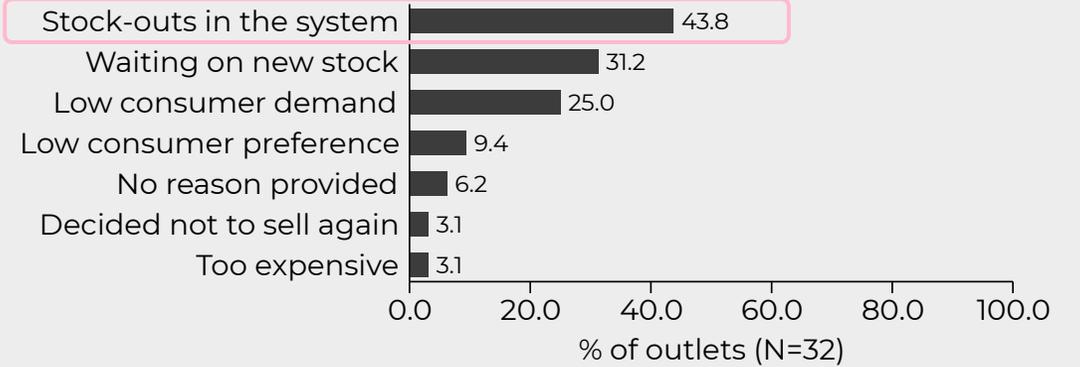
■ Never sold
 ■ Ever sold



Reasons for never selling



Reasons for not currently selling



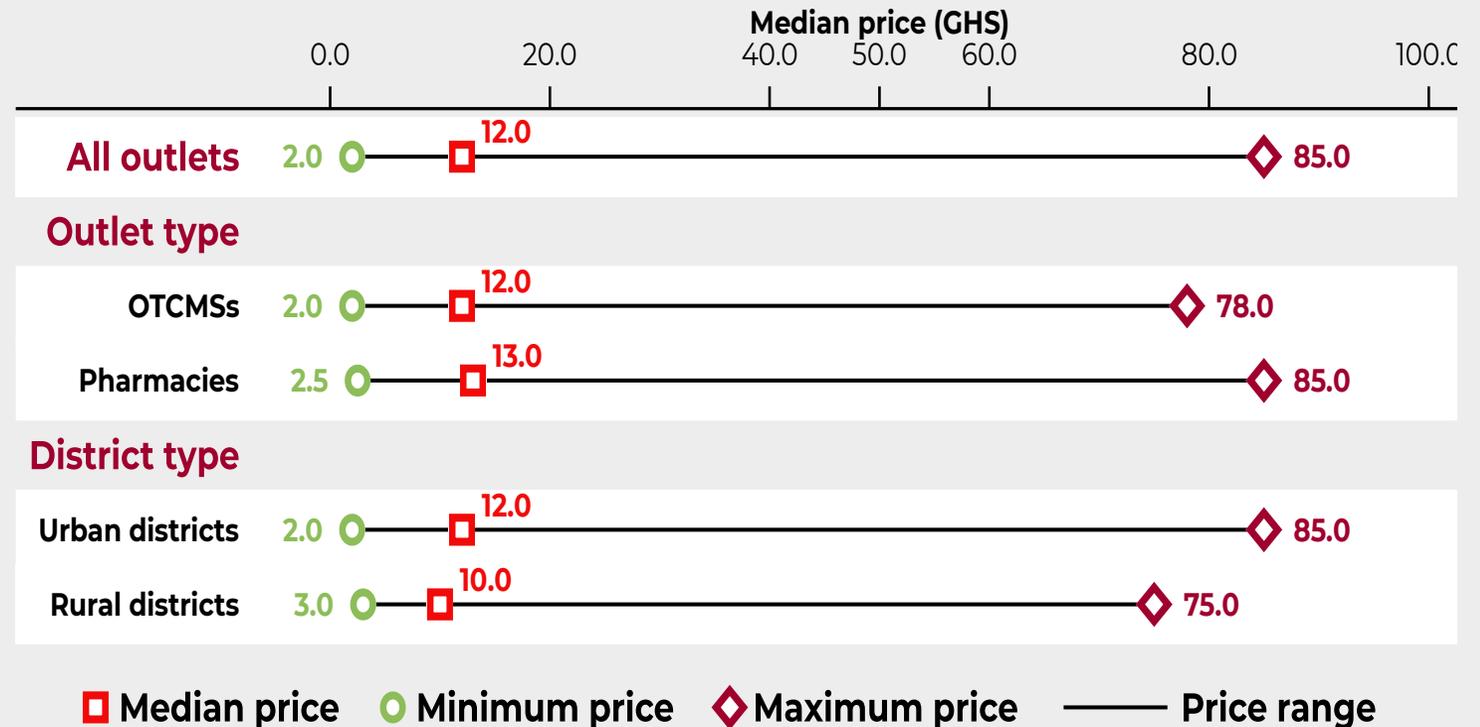
Price (GHS) profile of ECPs type of outlet & district

GHS 12.00

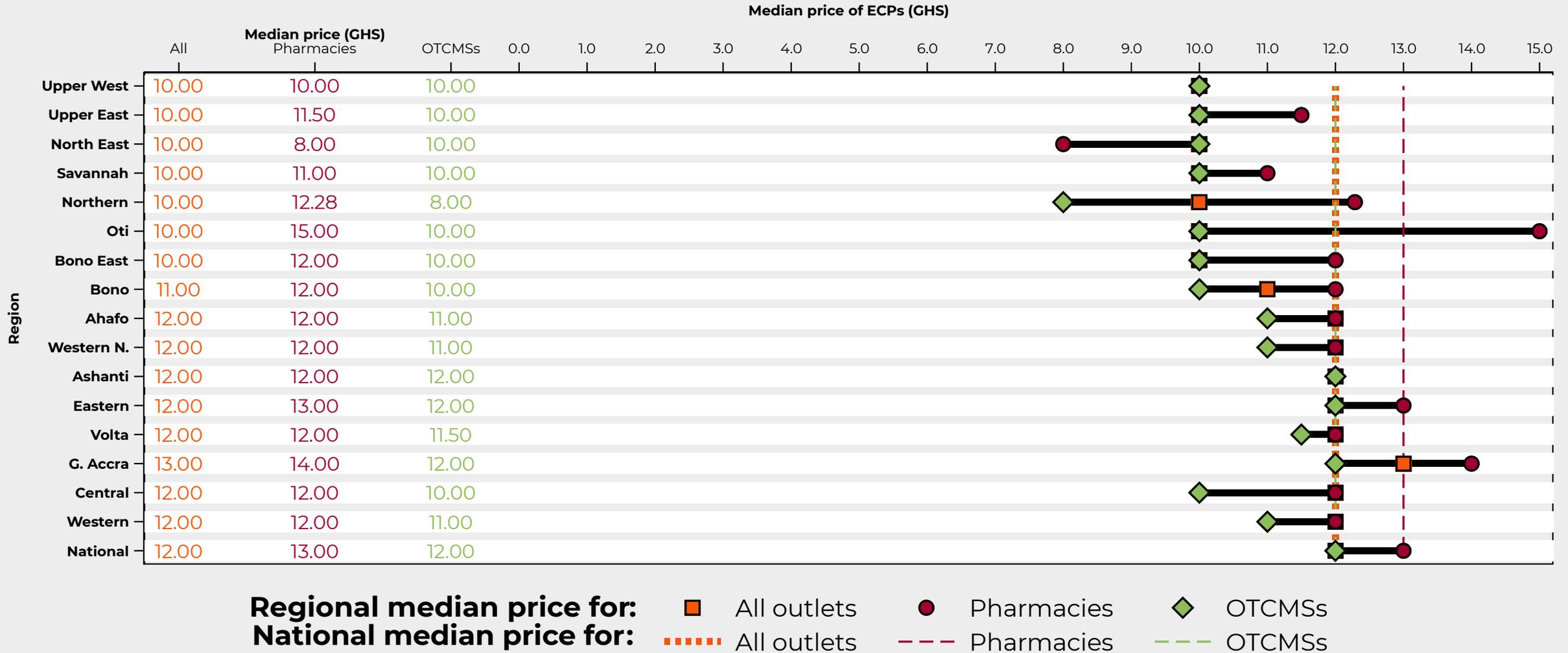
Median retail price of all ECPs across all outlets

Pharmacies – GHS 13.00
OTCMSs – GHS 12.00

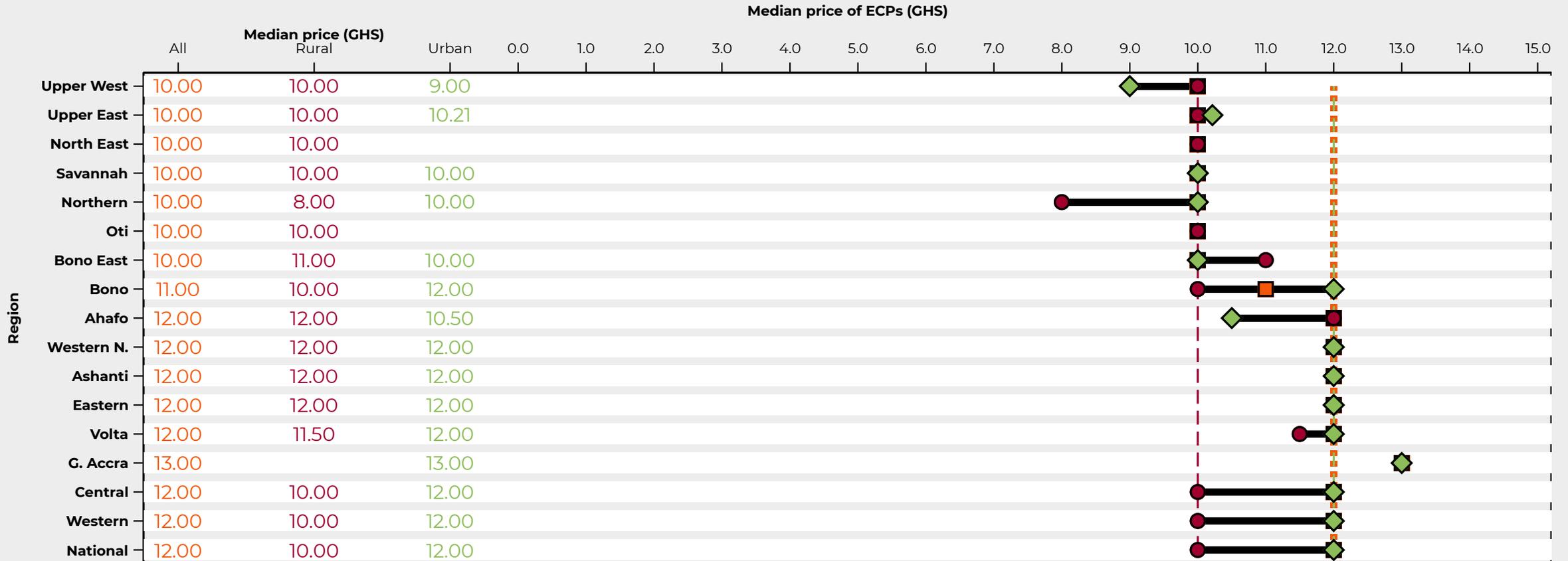
Rural – GHS 10.00
Urban – GHS 12.00



Price (GHS) of ECPs by region & type of outlet



Price (GHS) of ECPs by region & type of district



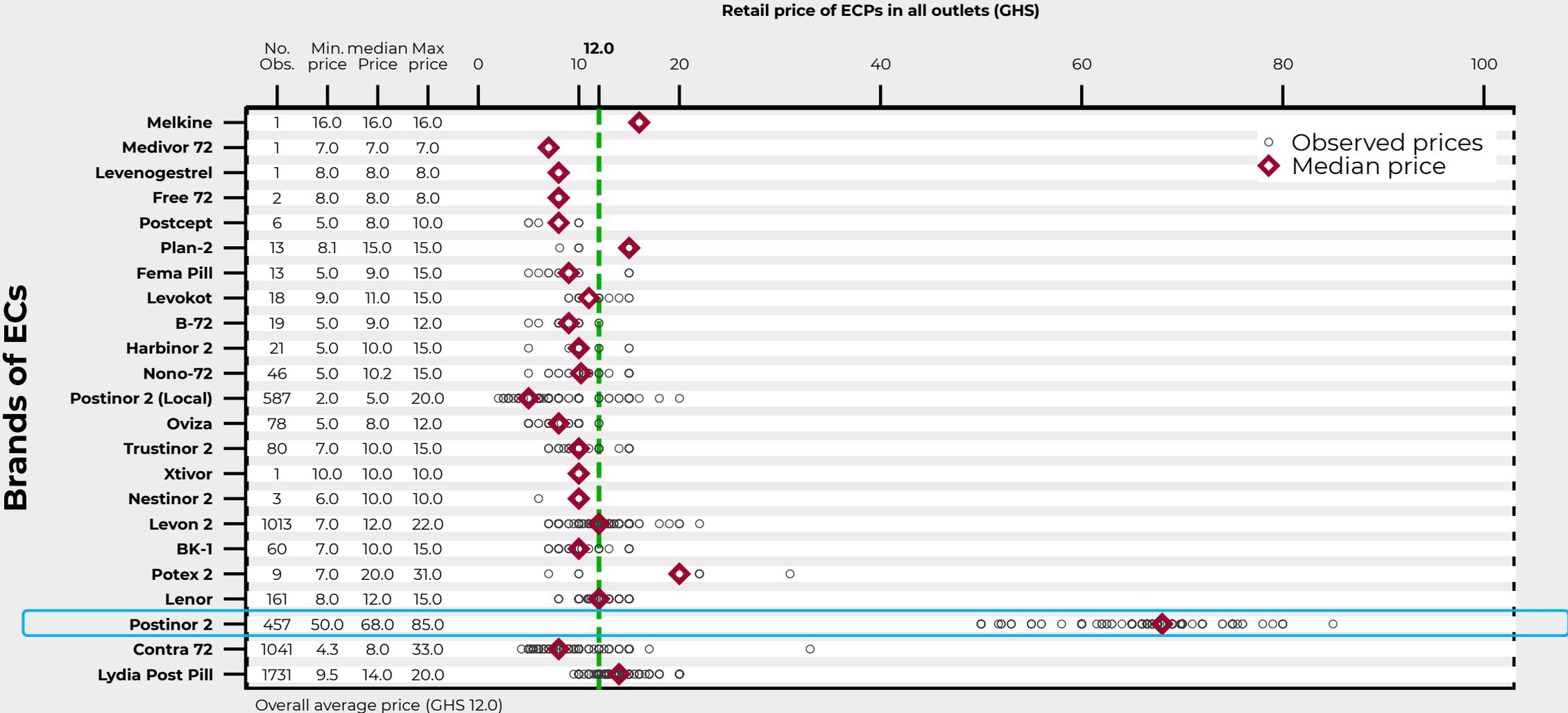
Regional median price for:
National median price for:

■ All districts
 - - - All districts

● Rural districts
 - - - Rural districts

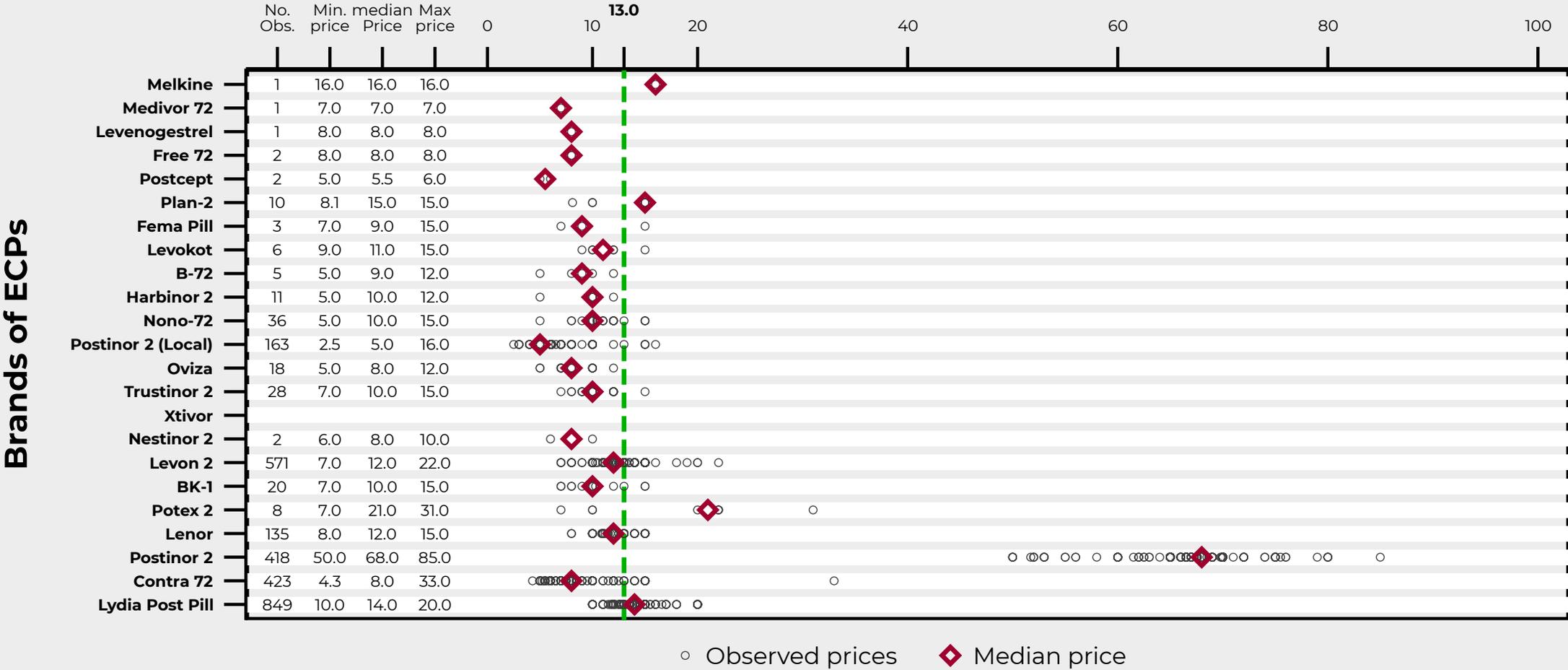
◆ Urban districts
 - - - Urban districts

Price (GHS) of ECPs in pharmacies & OTCMSs



Price (GHS) of ECPs in pharmacies

Retail price of ECPs in Pharmacies (GHS)



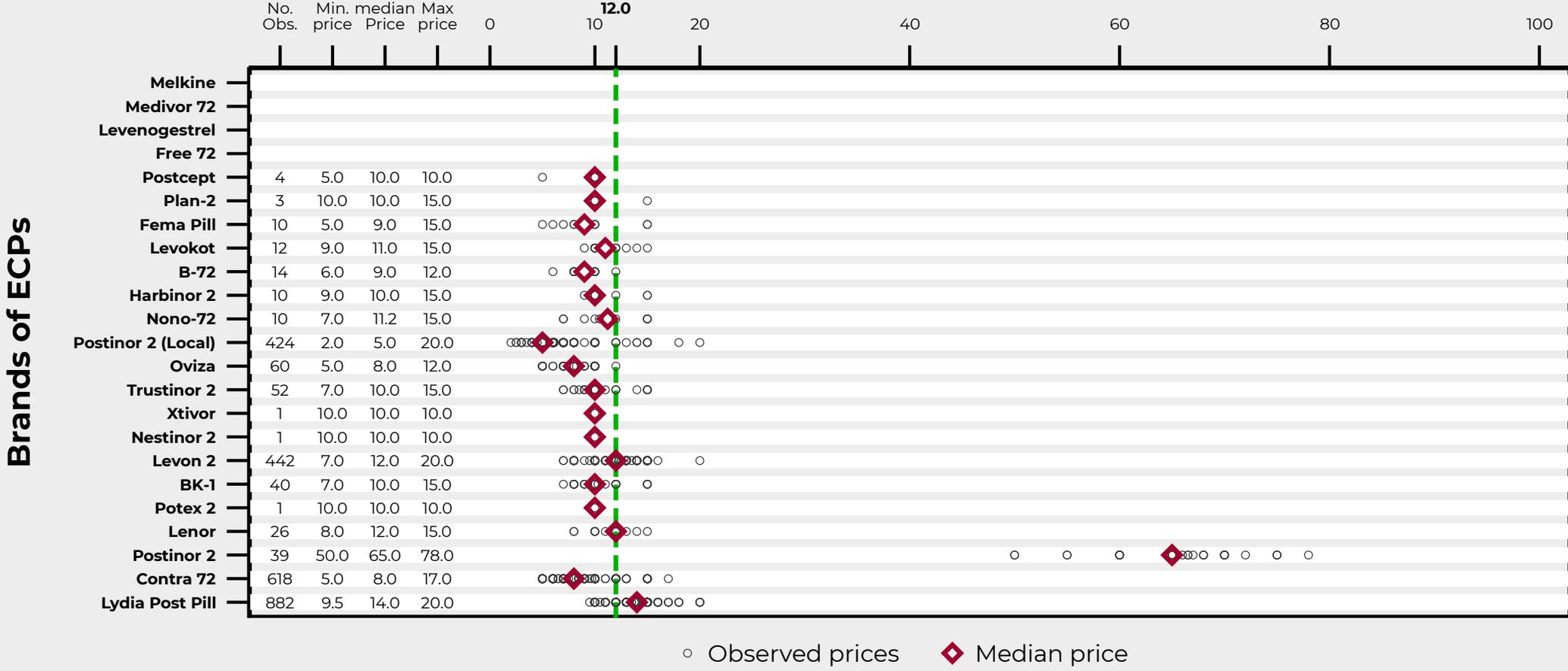
Overall average price in **Pharmacies**: (GHS 13.0)



Price (GHS) of ECPs in OTCMSs



Retail price of ECPs in OTCMSs (GHS)

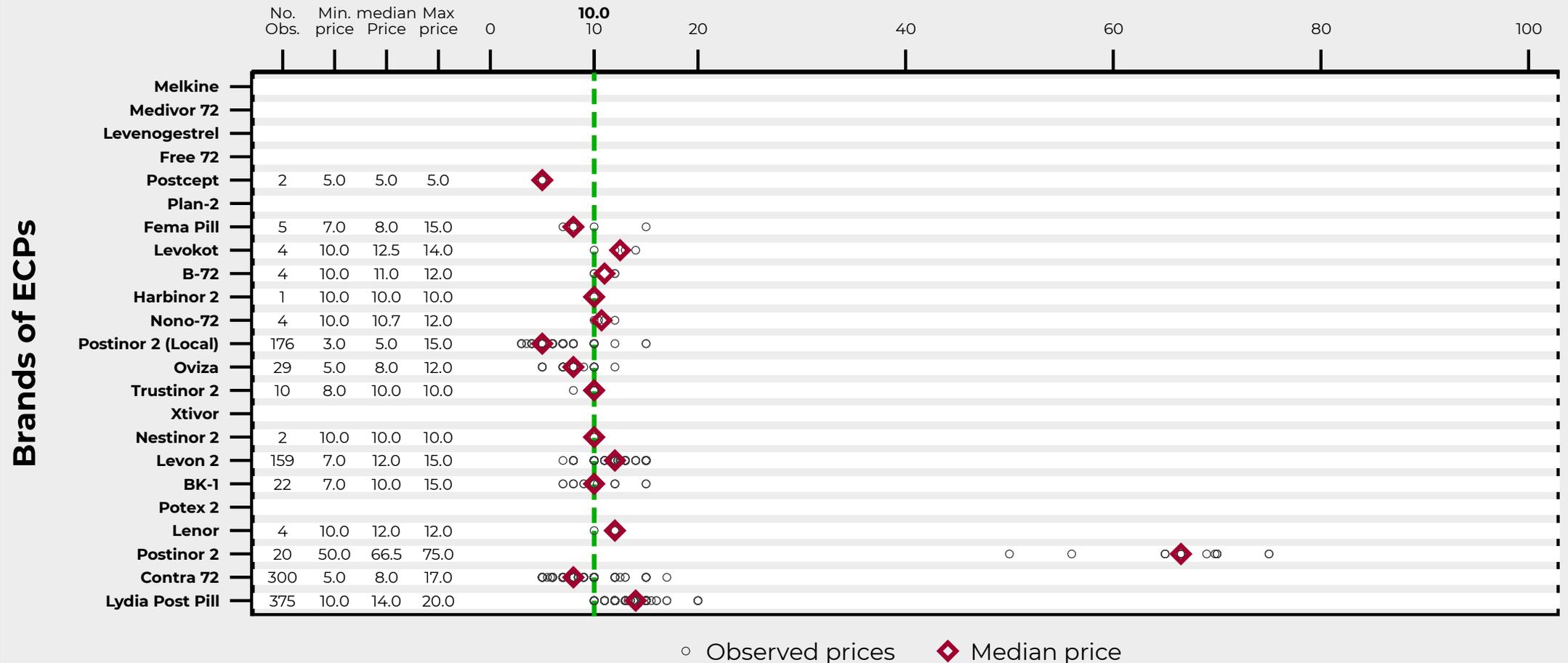


Overall average price in OTCMSs: (GHS 12.0)



Price (GHS) of ECPs in rural districts

Retail price of ECPs in Rural districts (GHS)

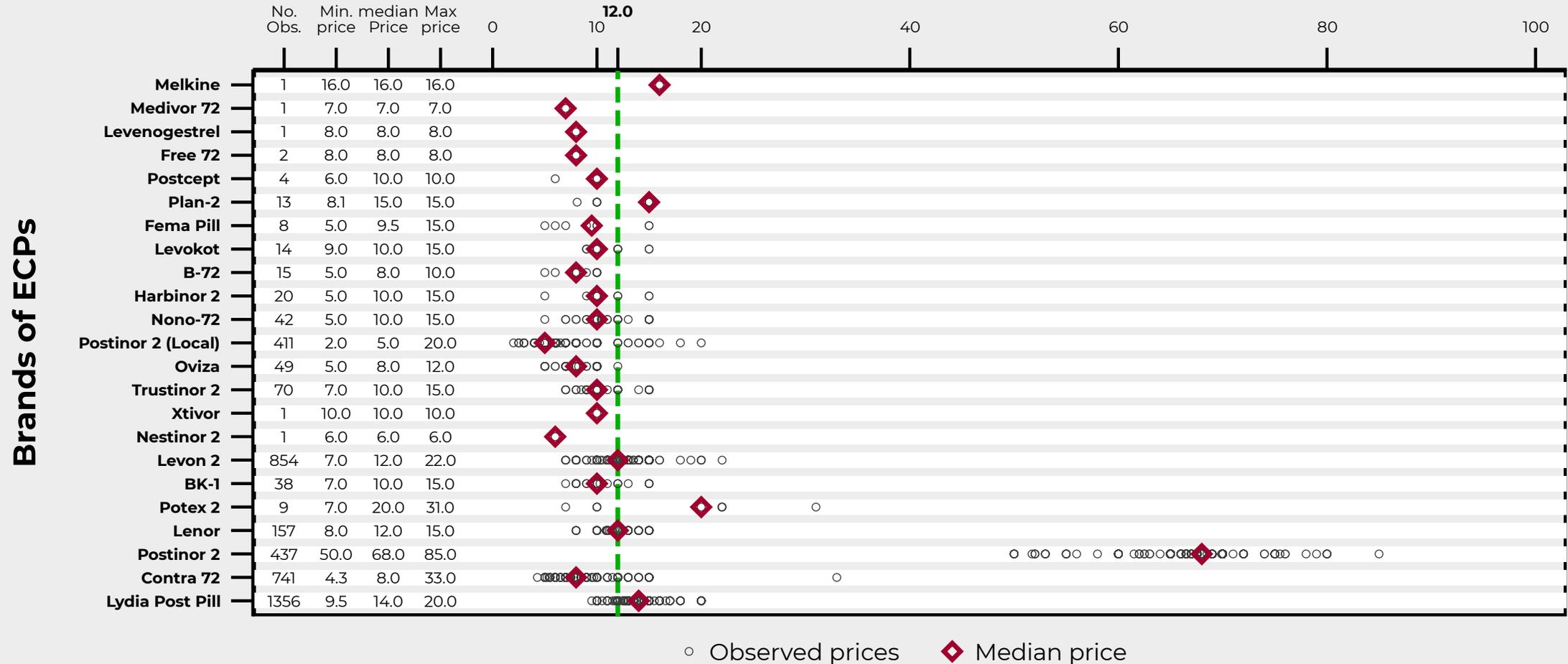


Overall average price in **Rural districts**: (GHS 10.0)



Price (GHS) of ECPs in urban districts

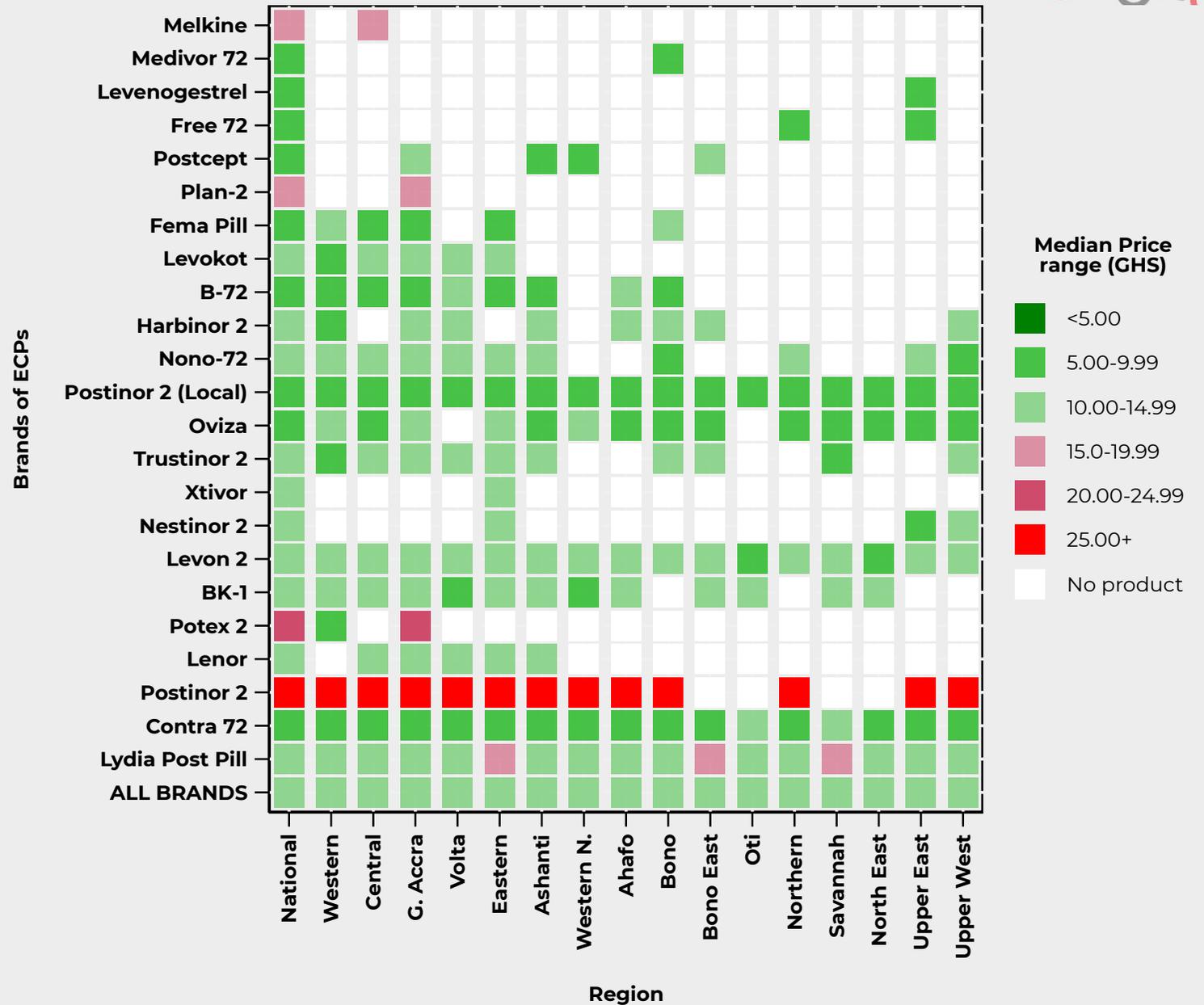
Retail price of ECPs in Urban districts (GHS)



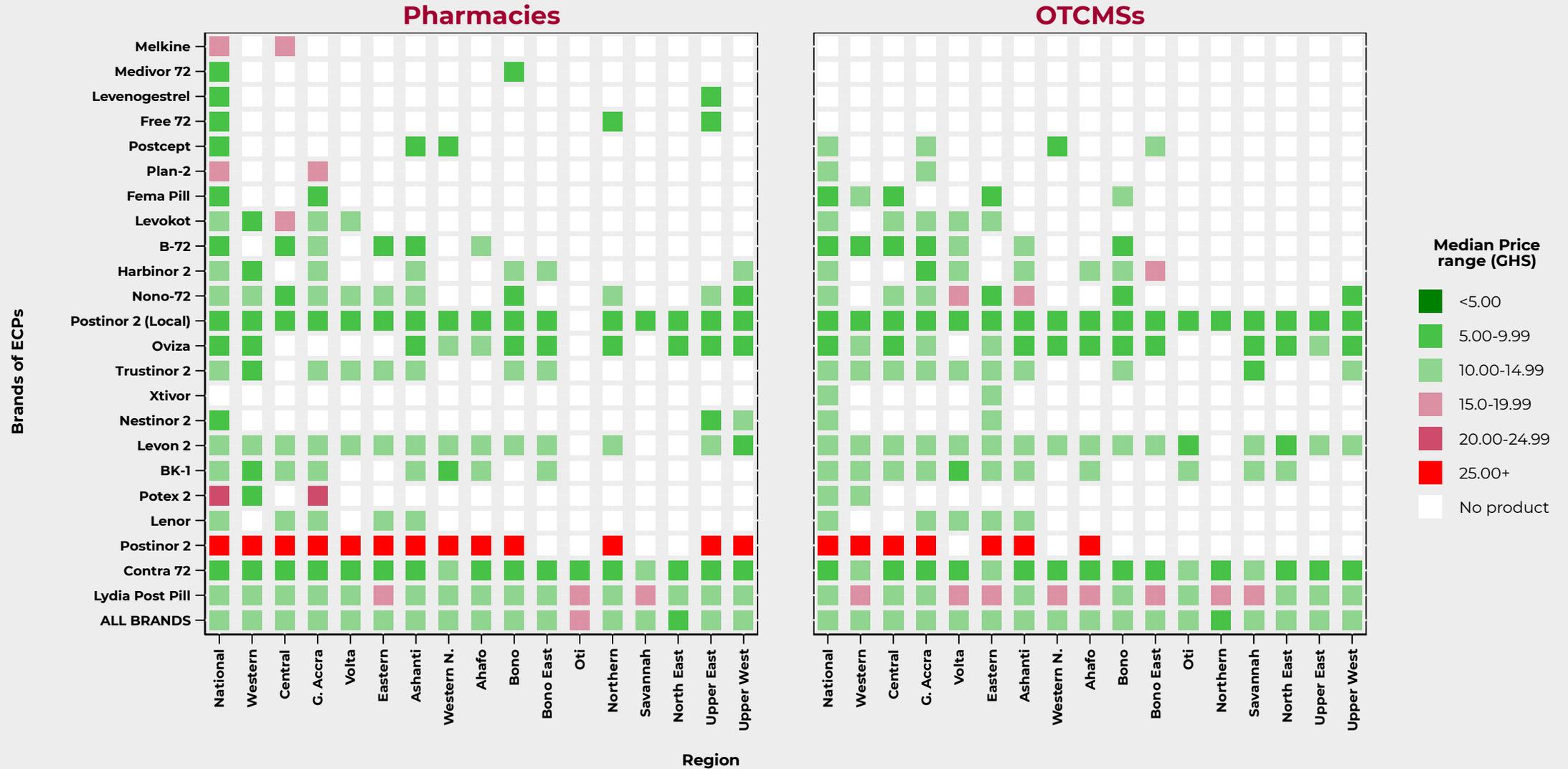
Overall average price in **Urban districts**: (GHS 12.0)



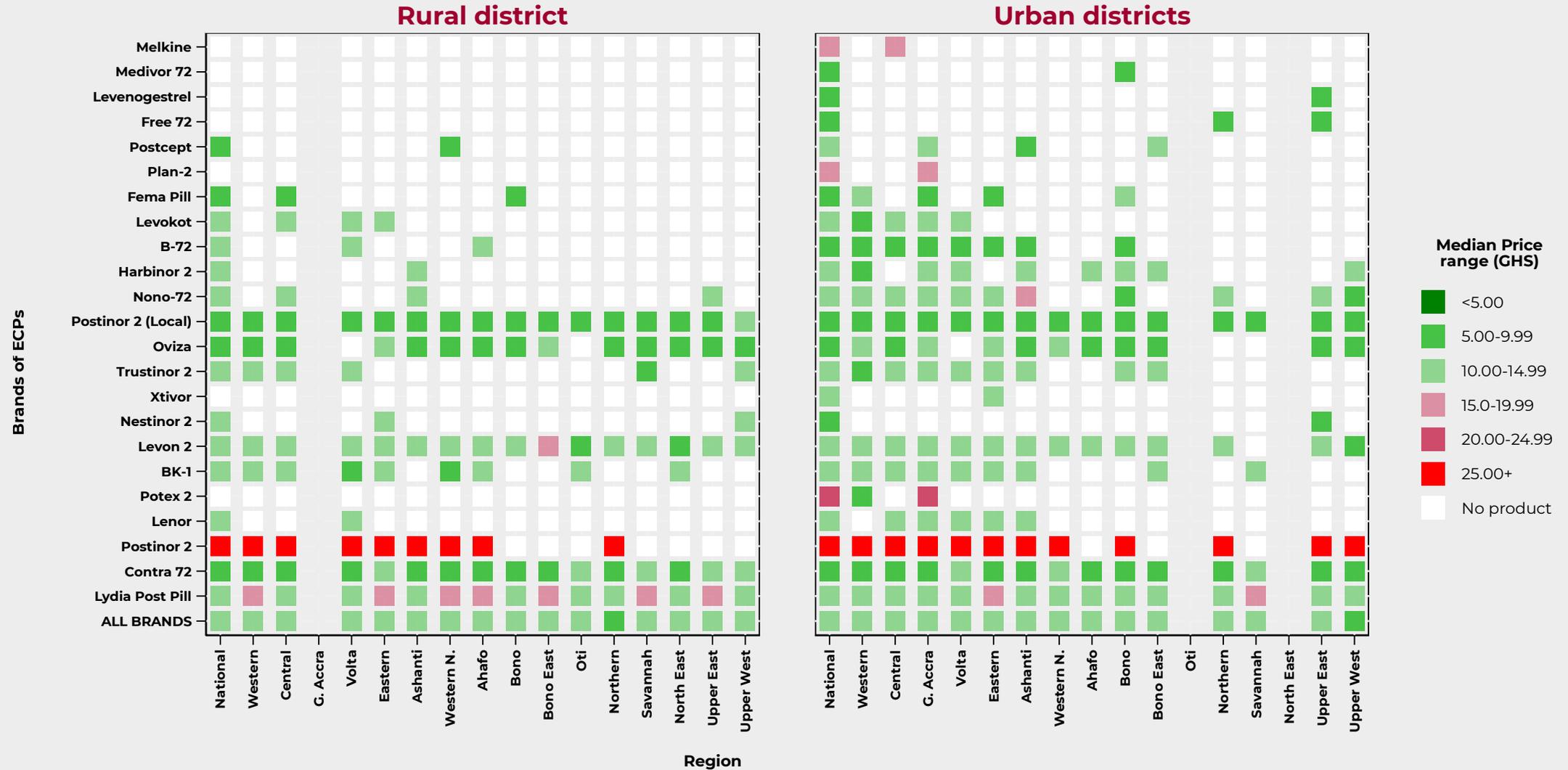
Price (GHS) of brands of ECPs by region and type of outlet



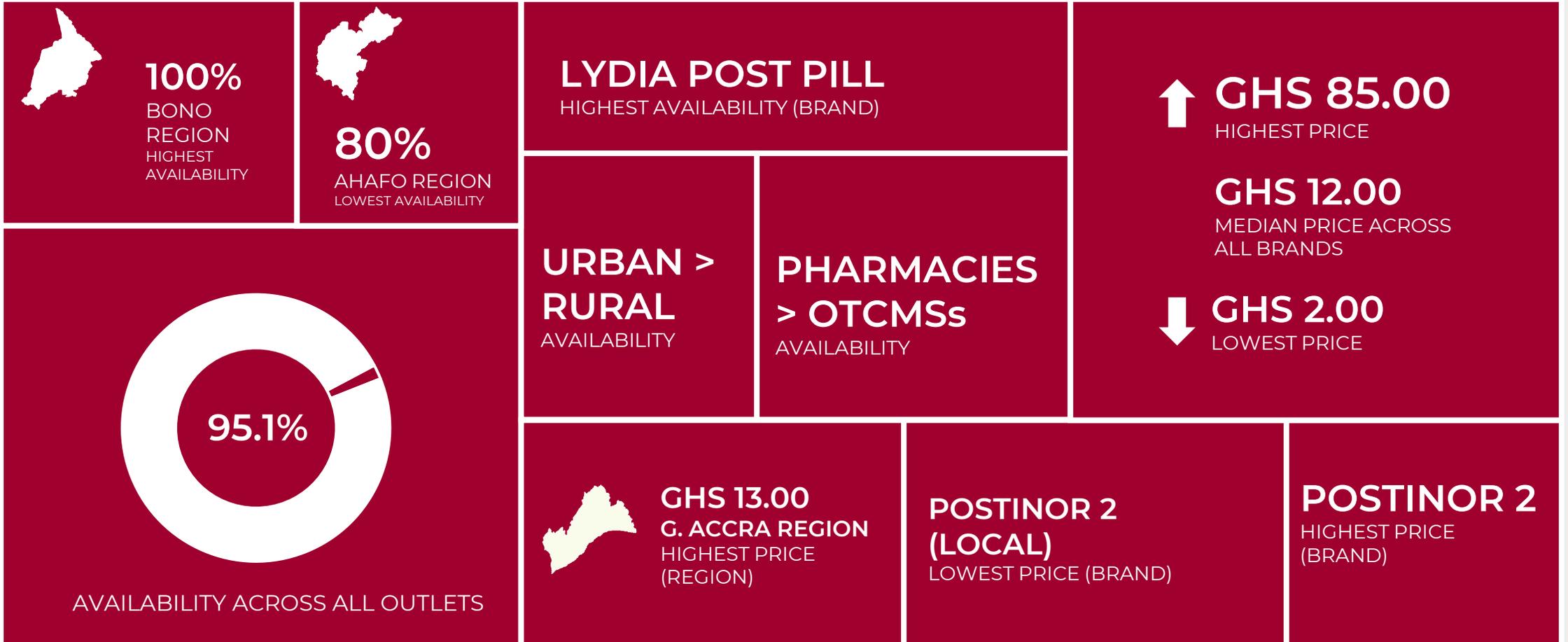
Price (GHS) of brands of ECPs by region and type of outlet



Price (GHS) of brands of ECPs by region and type of district



Key findings - ECPs





02. Oral Contraceptive Pills (OCPs)

Family Planning Product



Oral Contraceptive Pills (OCPs) Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

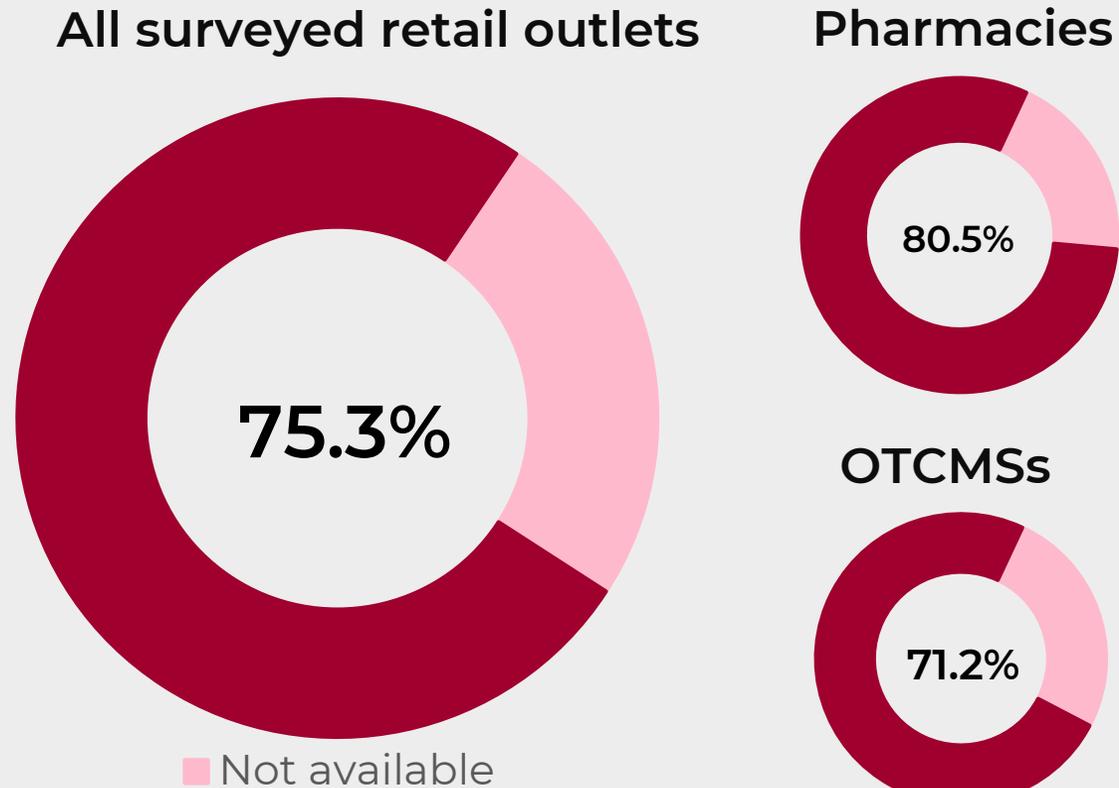
SAMPLED RETAIL
OUTLETS

Per Cycle
of OCP

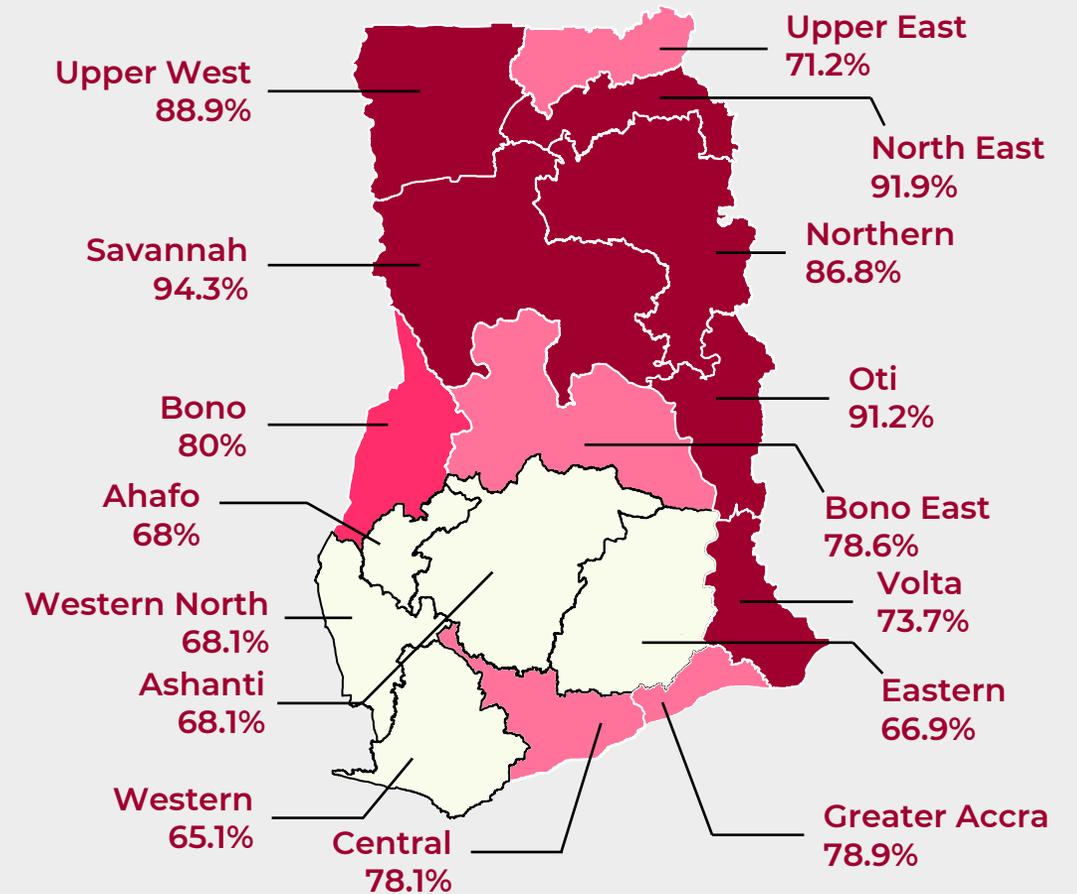
COST ANALYSIS UNIT
OF MEASUREMENT



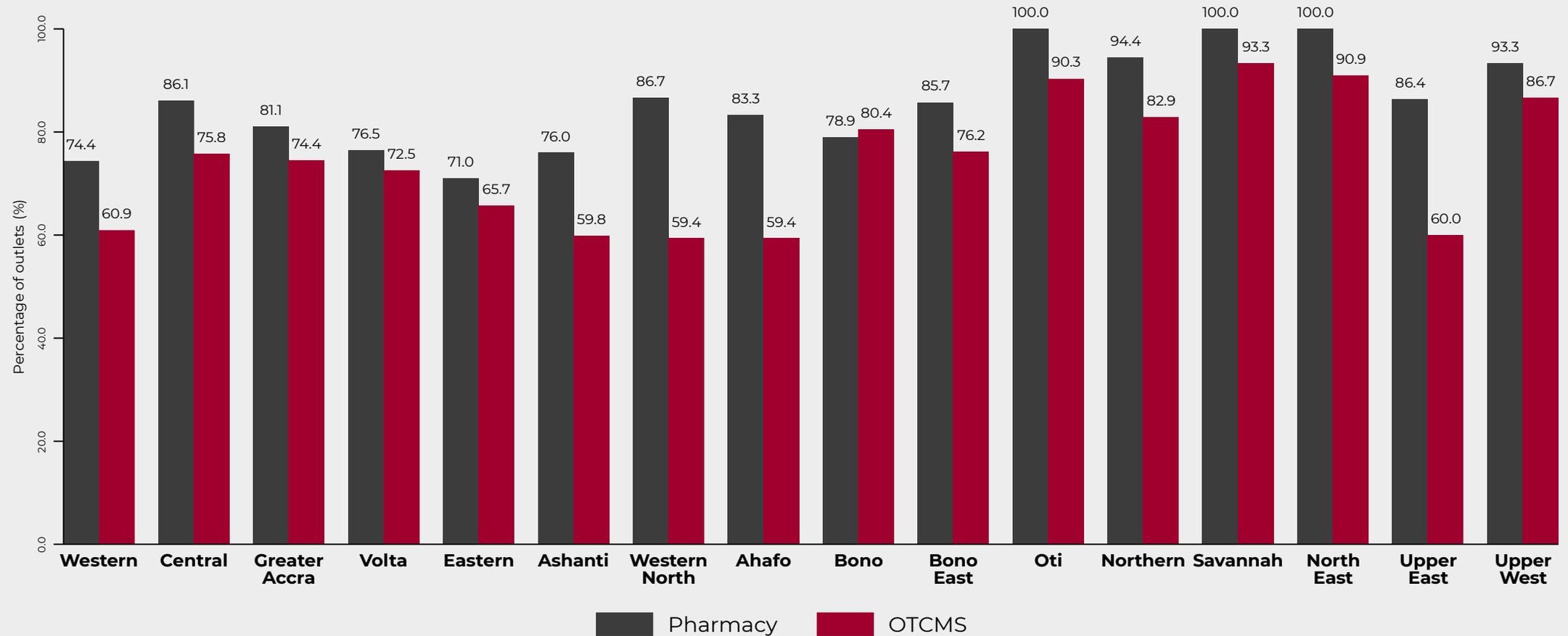
Availability of OCPs by type of outlet & region



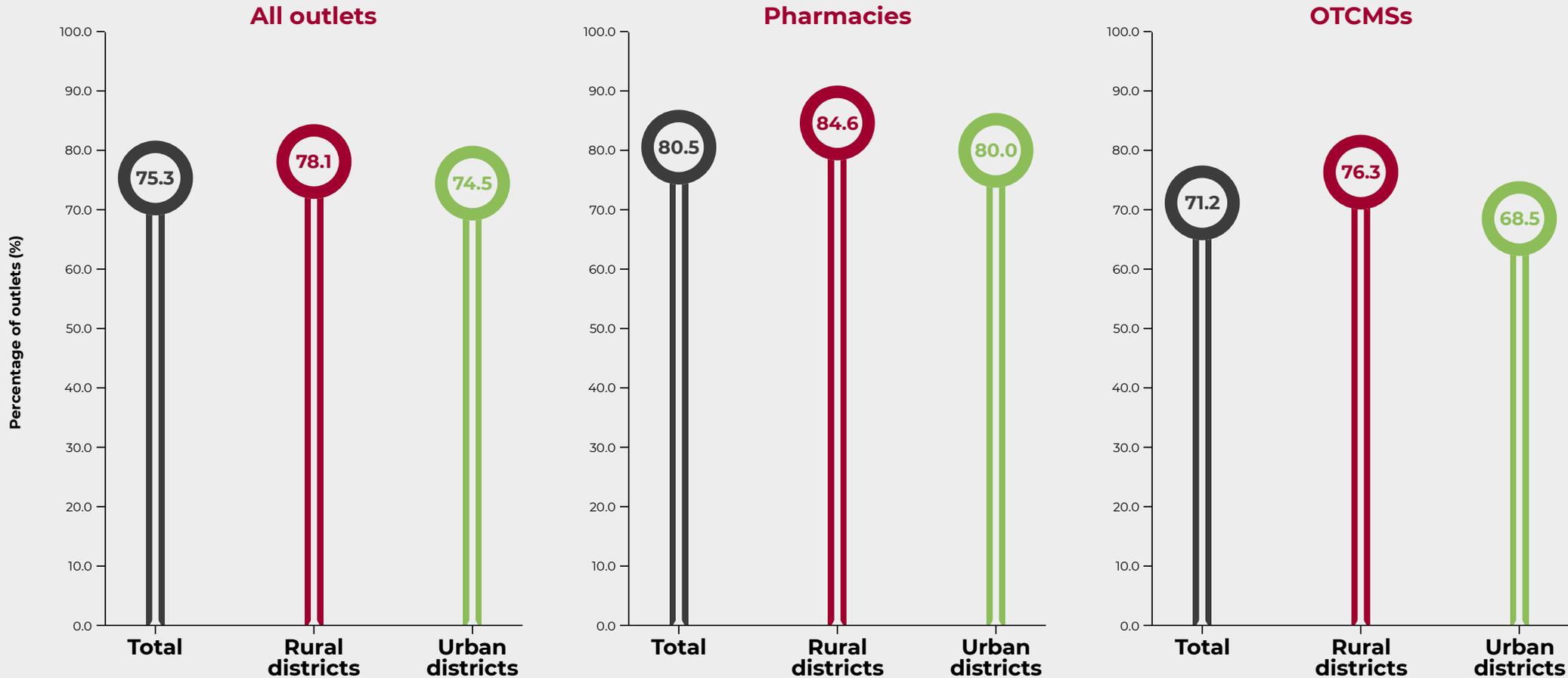
Regional estimates



Availability of OCPs in pharmacies & OTCMS by region



Availability of OCPs by type of outlet & district





Availability of brand of OCPs

10

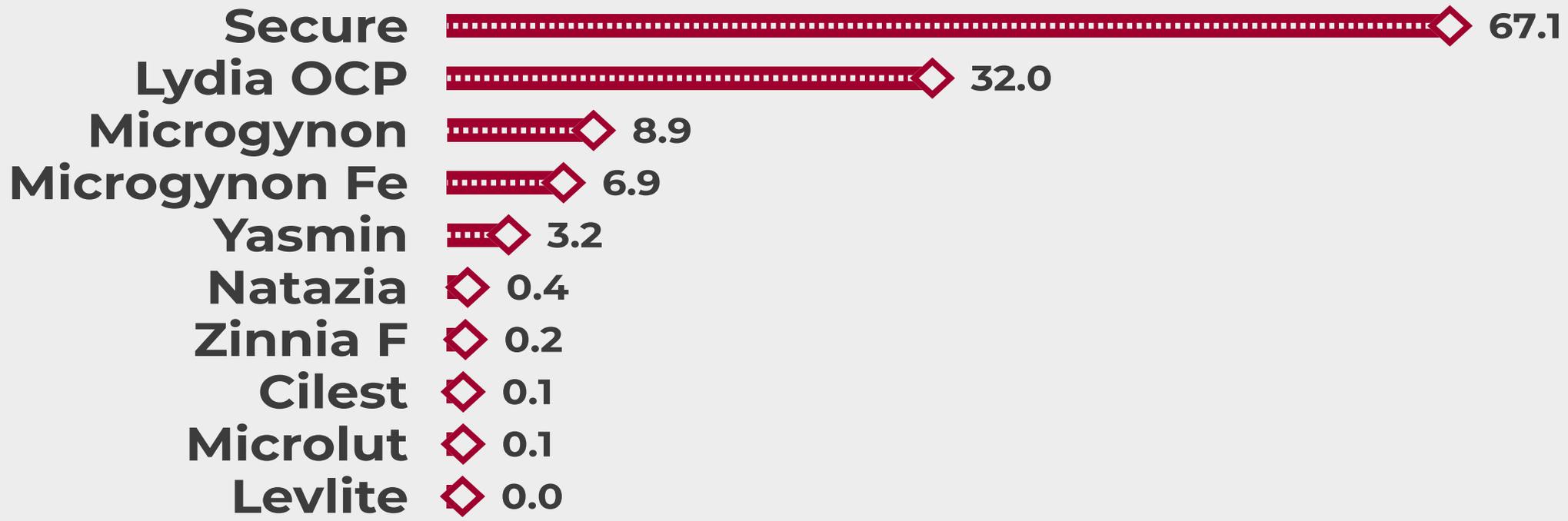
Different brands

Secure OCP

67.1%

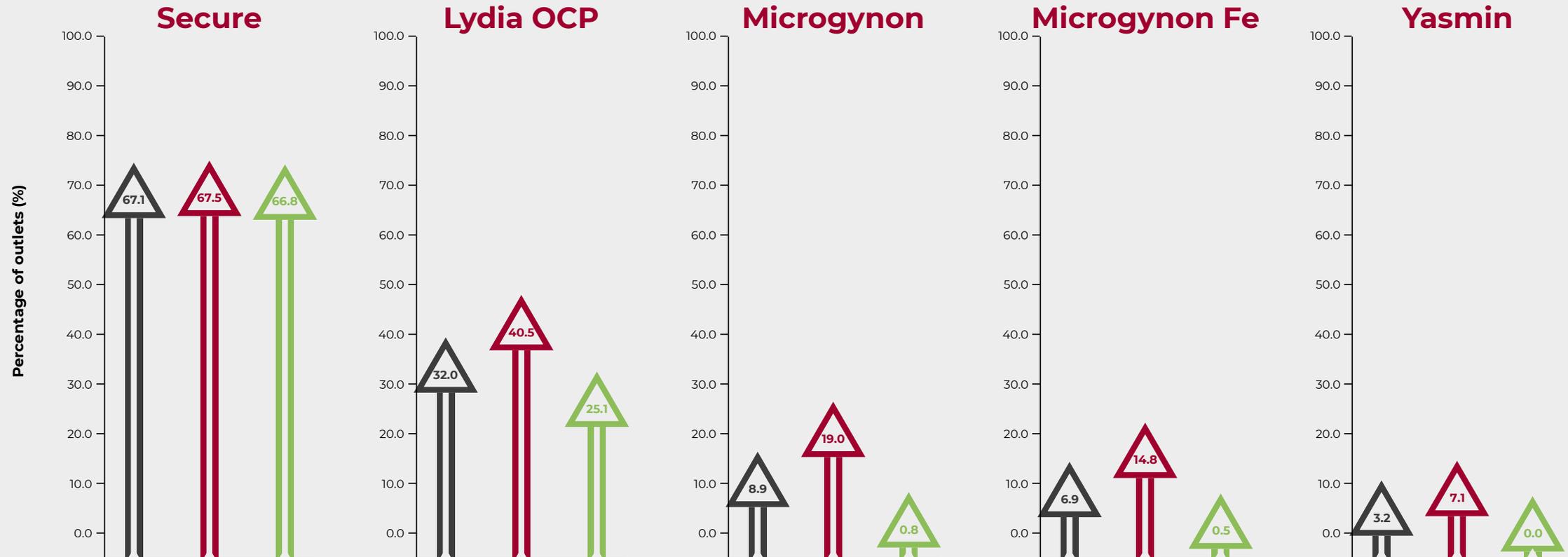
Lydia OCP

32.0%

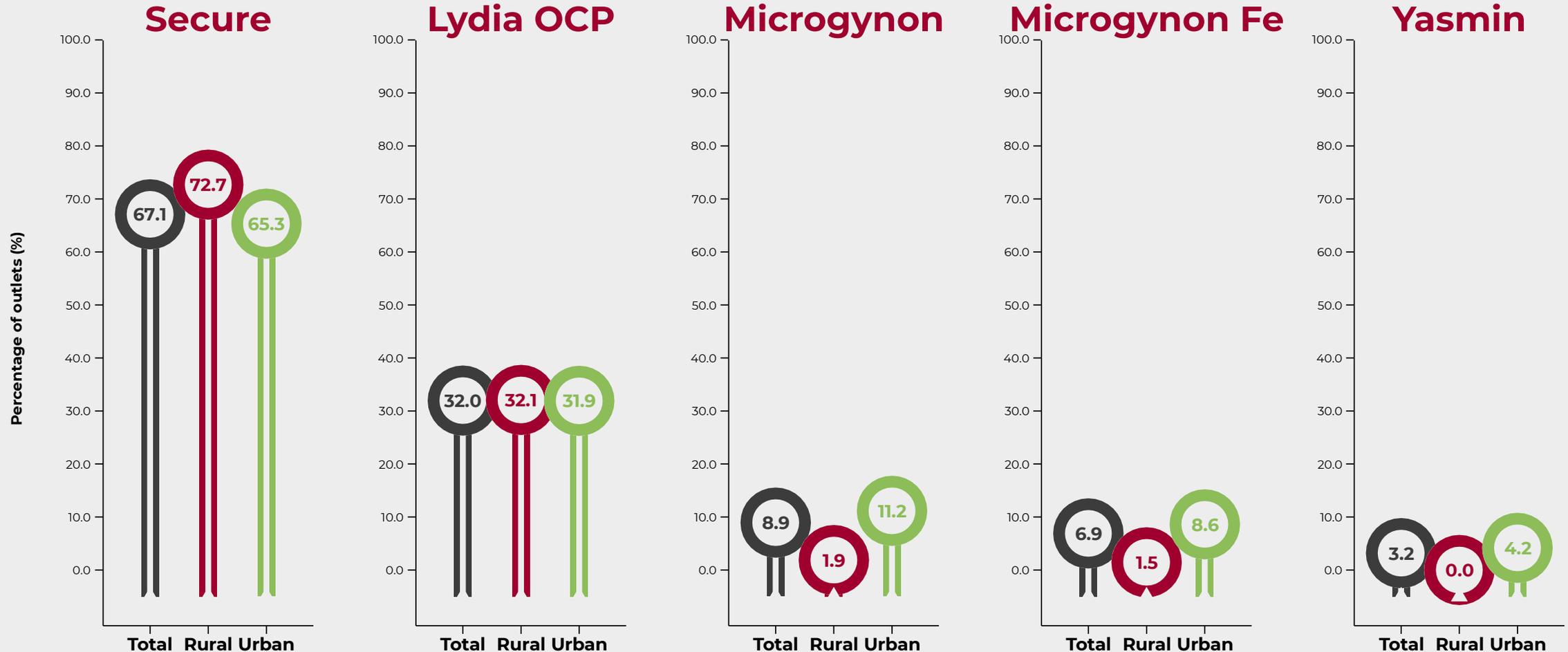


Availability of brands of OCPs by type of outlet

△ All outlets △ Pharmacies △ OTCMSs



Availability of brands of OCPs by type of district

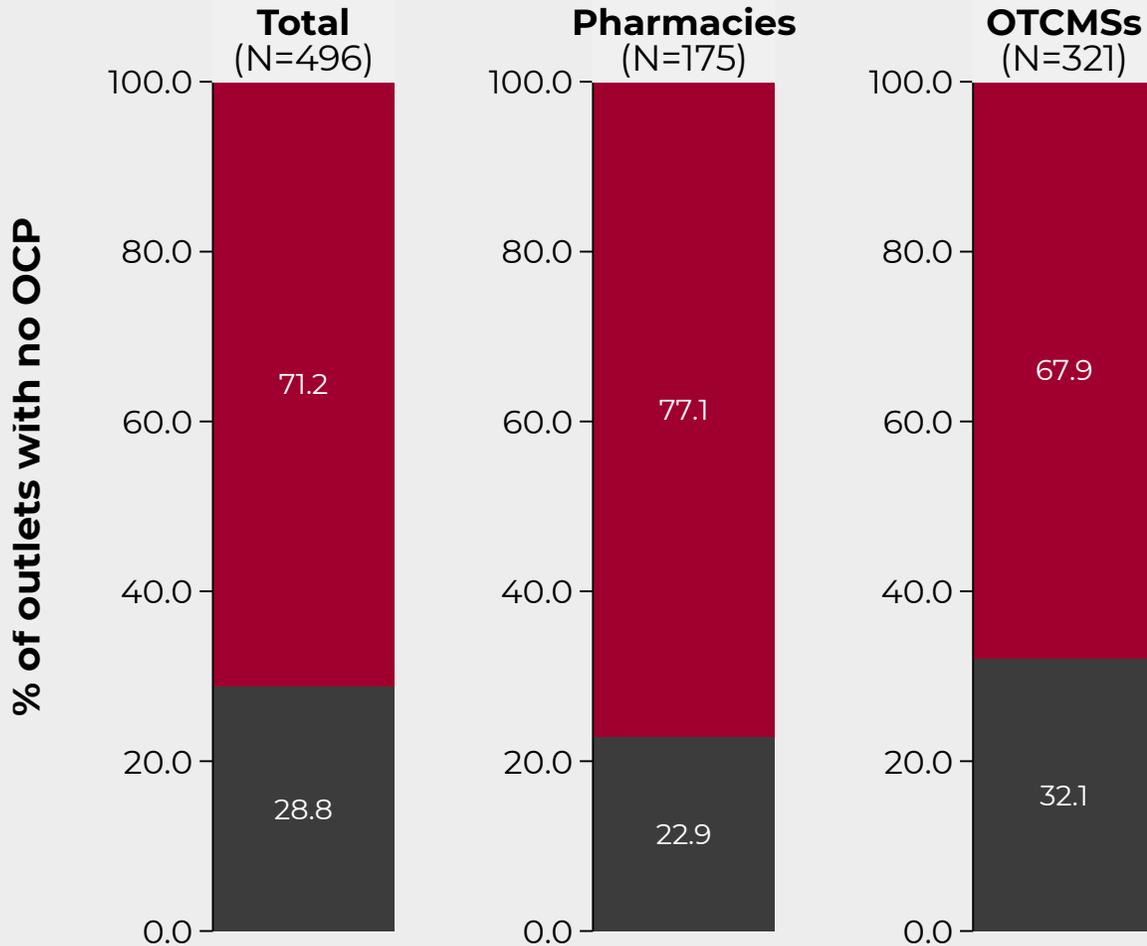


Availability of brands of OCPs by region

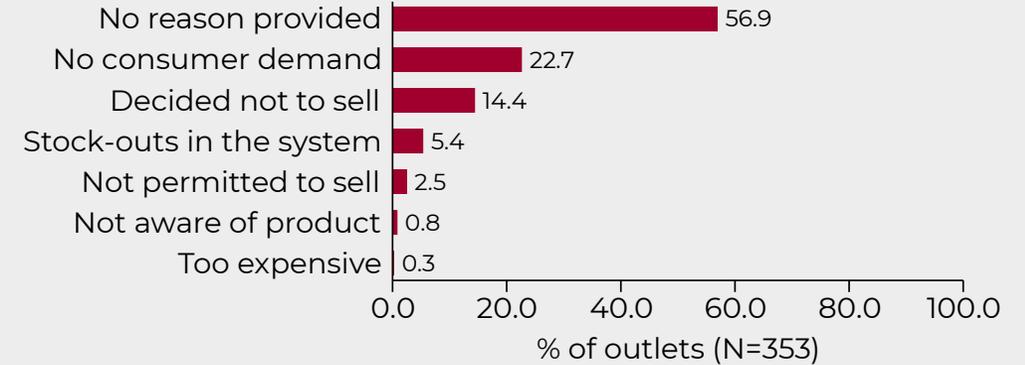
	Regions																Total
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savannah	North East	Upper East	Upper West	
N	126	160	683	57	130	382	47	50	65	56	34	53	35	37	52	45	2,012
OCP brands	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Secure	56.3	74.4	70.0	61.4	58.5	59.4	61.7	56.0	67.7	75.0	91.2	73.6	82.9	83.8	67.3	80.0	67.1
Microgynon	7.9	4.4	14.6	3.5	5.4	9.4	2.1	4.0	6.2	3.6	0.0	3.8	0.0	0.0	5.8	8.9	8.9
Microgynon Fe	7.1	1.9	13.0	3.5	3.8	6.0	2.1	0.0	3.1	3.6	0.0	1.9	0.0	0.0	0.0	4.4	6.9
Yasmin	2.4	1.2	6.9	5.3	1.5	1.3	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	3.2
Lydia OCP	27.0	31.2	34.0	43.9	29.2	26.4	31.9	30.0	30.8	21.4	50.0	47.2	31.4	27.0	38.5	40.0	32.0
Cilest	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Levlite	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zinnia F	0.0	0.6	0.0	0.0	0.0	0.5	0.0	2.0	0.0	0.0	0.0	1.9	2.9	2.7	1.9	0.0	0.4
Microlut	0.0	0.6	0.0	0.0	0.8	0.0	0.0	2.0	0.0	0.0	0.0	1.9	0.0	2.7	0.0	0.0	0.2
Oracon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.1
ALL BRANDS	65.1	78.1	78.9	73.7	66.9	67.5	68.1	68.0	80.0	78.6	91.2	86.8	94.3	91.9	71.2	88.9	75.3

Sales history of OCPs in retail outlets

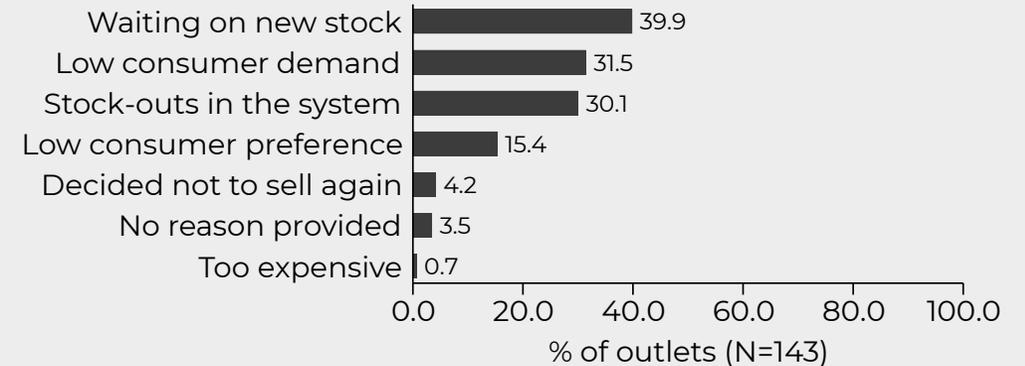
■ Never sold
 ■ Not currently selling



Reasons for never selling



Reasons for not currently selling

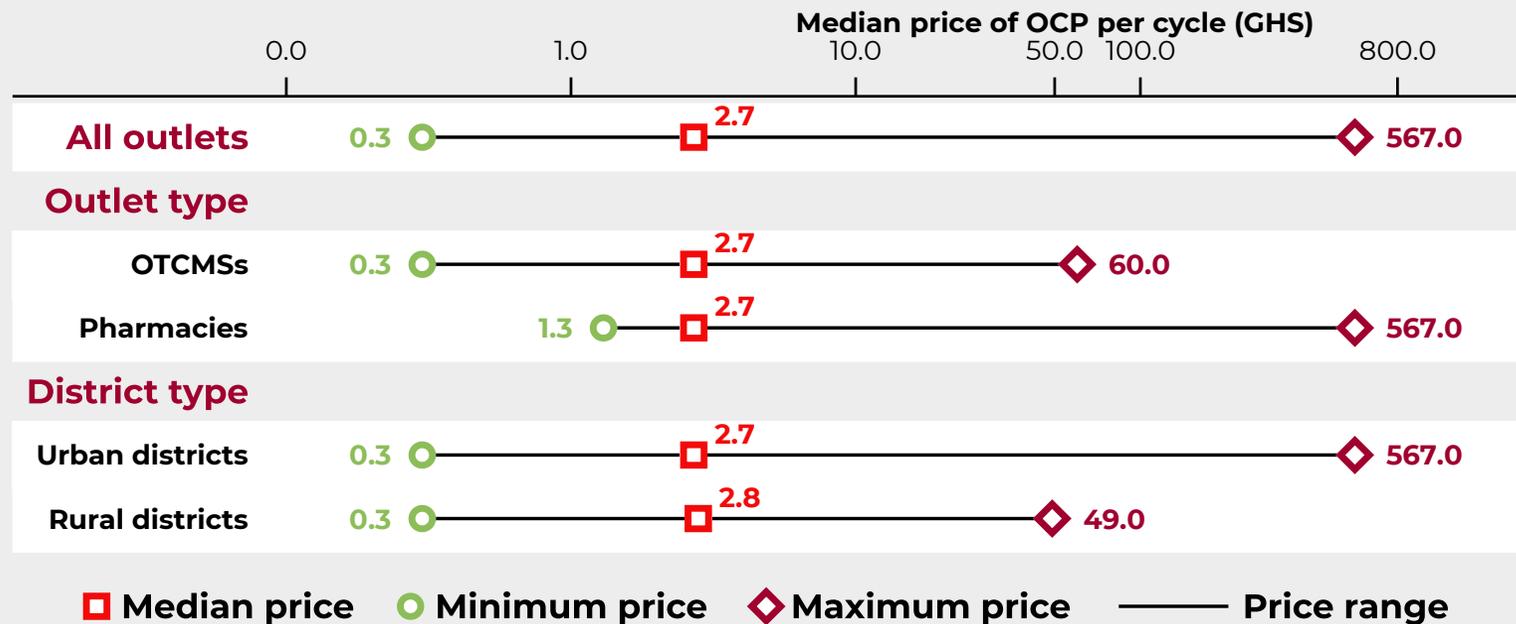


Price (GHS) profile of OCPs by type of outlet & district

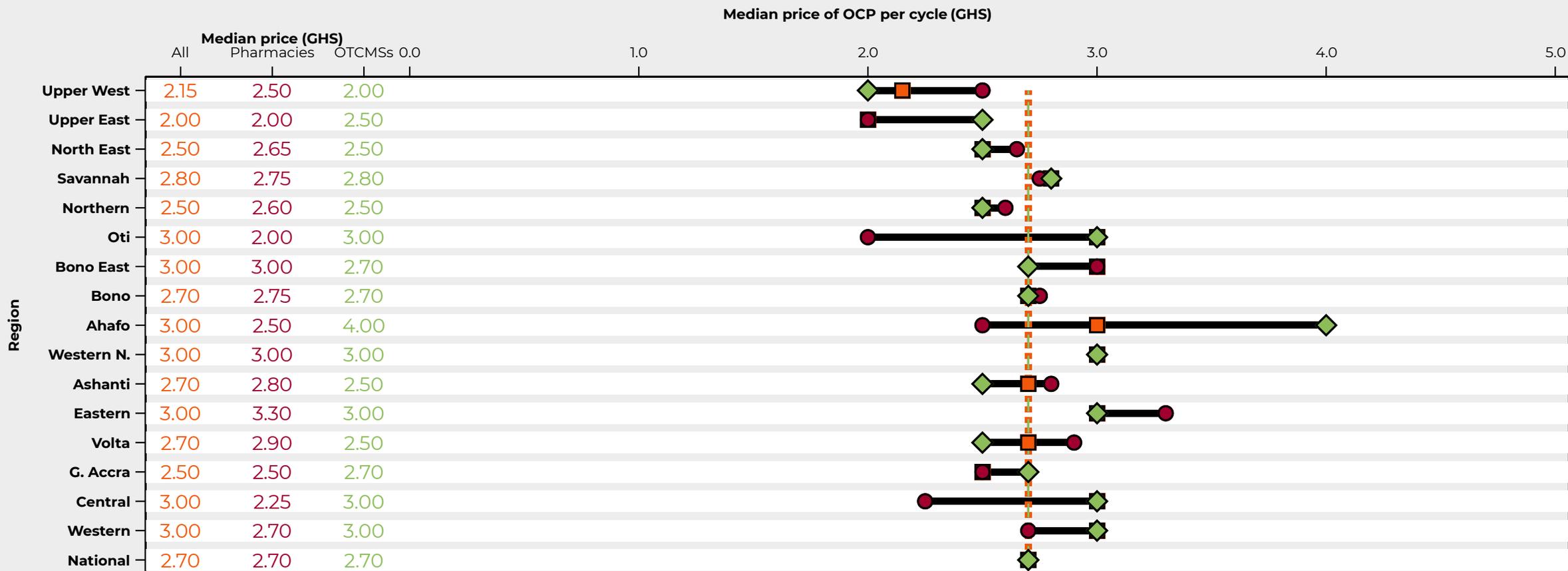
GHS 2.70

Median retail price of all OCPs across all outlets

- Pharmacies – GHS 2.70
- OTCMSs – GHS 2.70
- Rural – GHS 2.80
- Urban – GHS 2.70



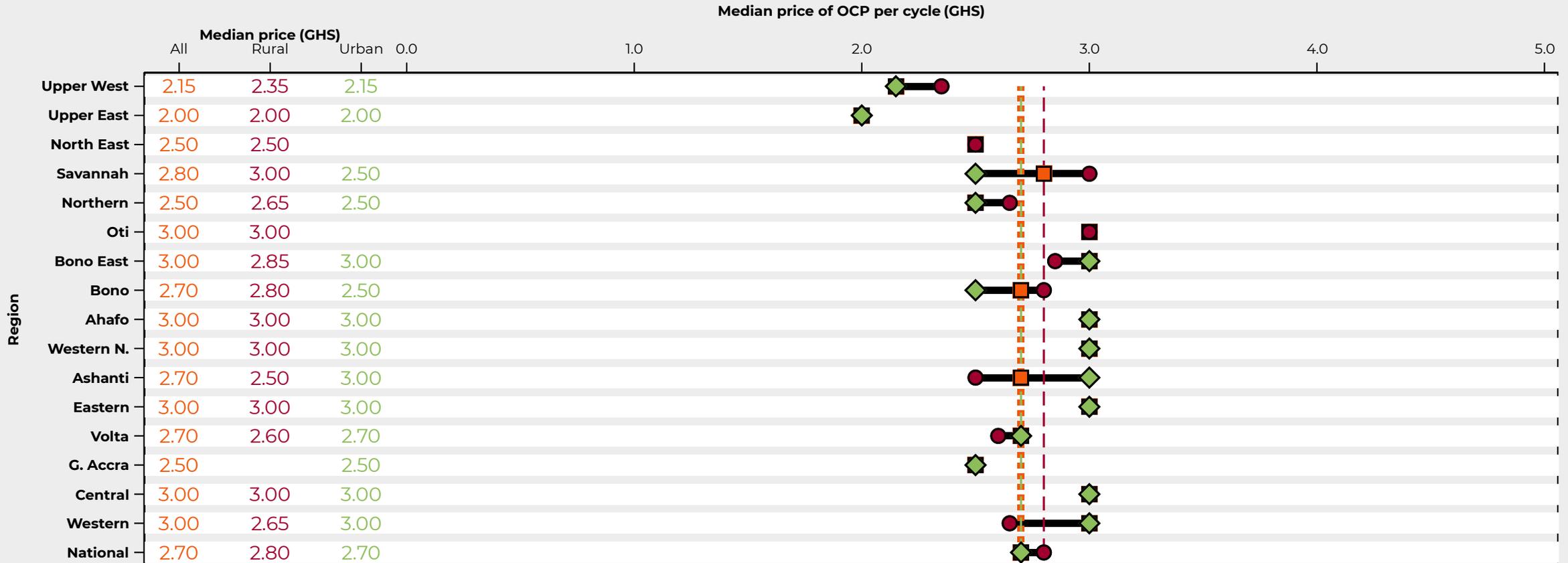
Price (GHS) of OCPs by region & type of outlet



Regional median price for: ■ All outlets ● Pharmacies ◆ OTCMSs
 National median price for: - - - All outlets - - - Pharmacies - - - OTCMSs



Price (GHS) of ECPs by region & type of district



Regional median price for:
National median price for:

- All districts
- Rural districts
- ◆ Urban districts
- - - All districts
- - - Rural districts
- - - Urban districts

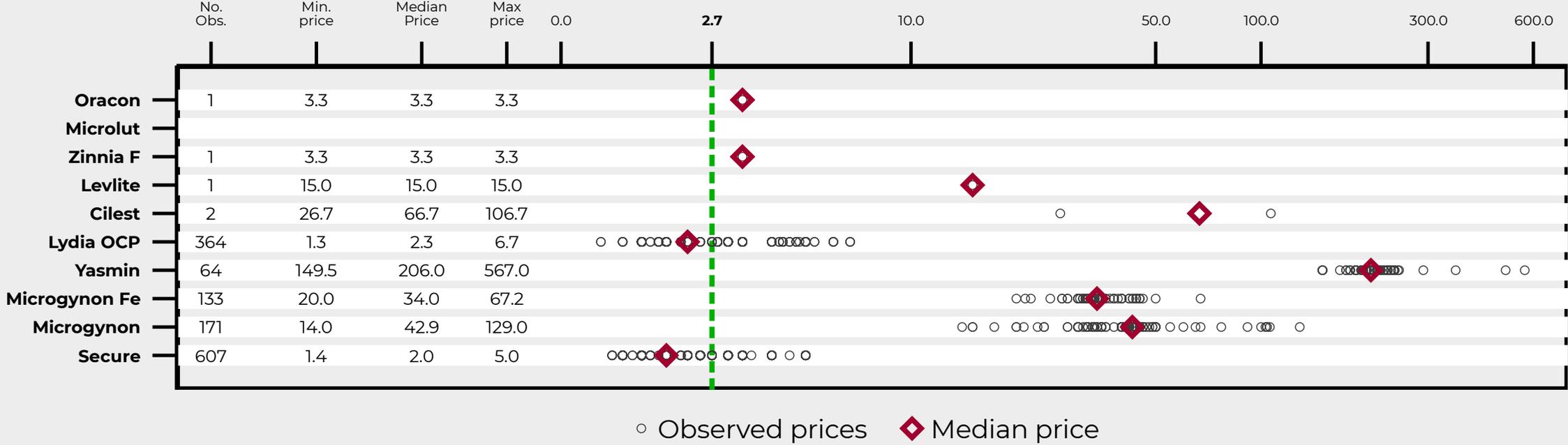
Price (GHS) profile of OCPs in all outlets



Price (GHS) of OCPs in pharmacies

Retail price of OCP per cycle in Pharmacies (GHS)

Brands of OCPs



Overall average price in Pharmacies: (GHS 2.7)

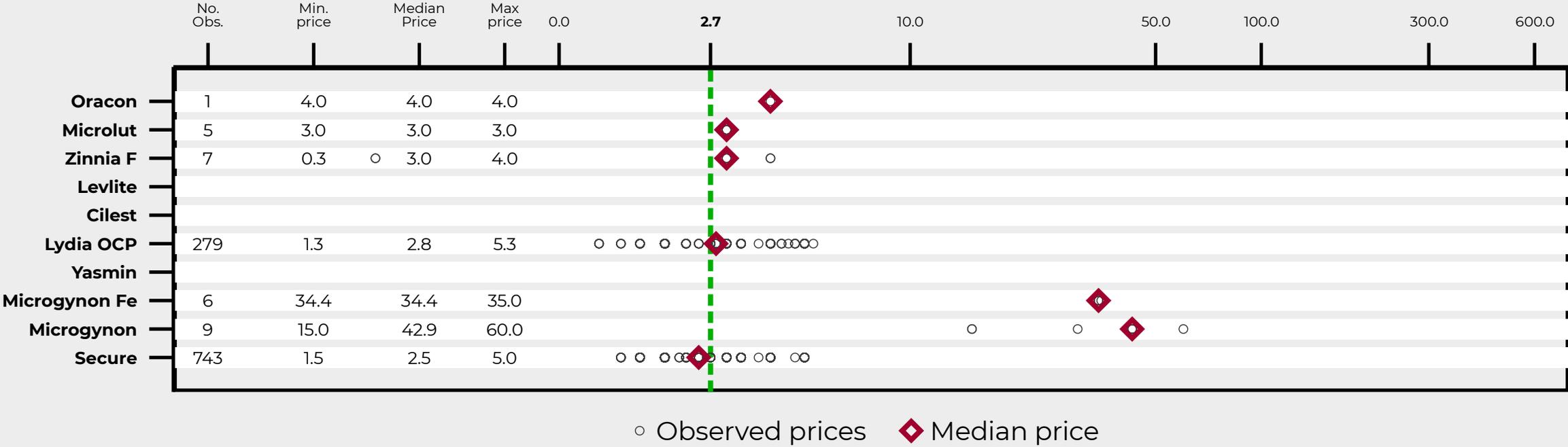




Price (GHS) of OCPs in OTCMSs

Retail price of OCP per cycle in OTCMSs (GHS)

Brands of OCPs

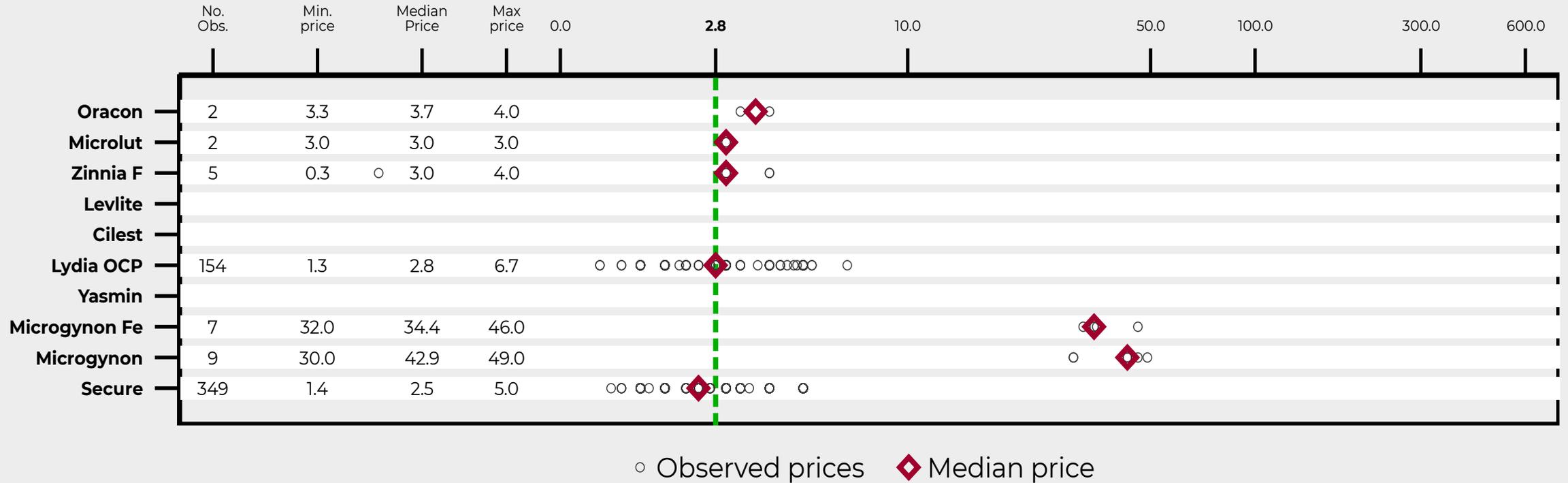


Overall average price in **OTCMSs**: (GHS 2.7)



Price (GHS) of OCPs in rural districts

Brands of OCPs

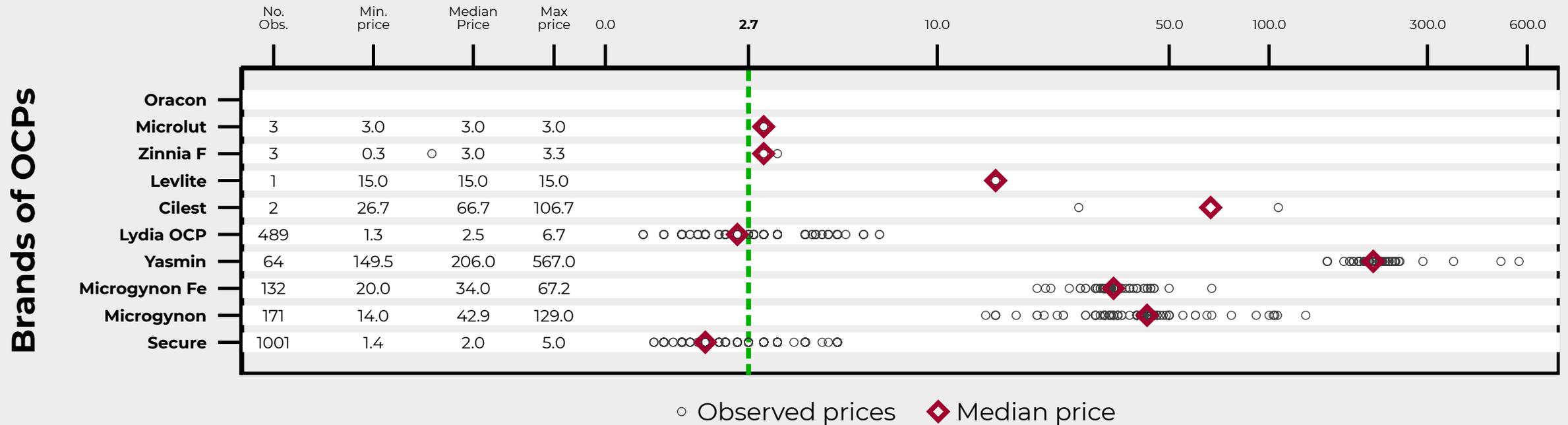


Overall average price in **Rural districts**: (GHS 2.8)



Price (GHS) of OCPs in urban districts

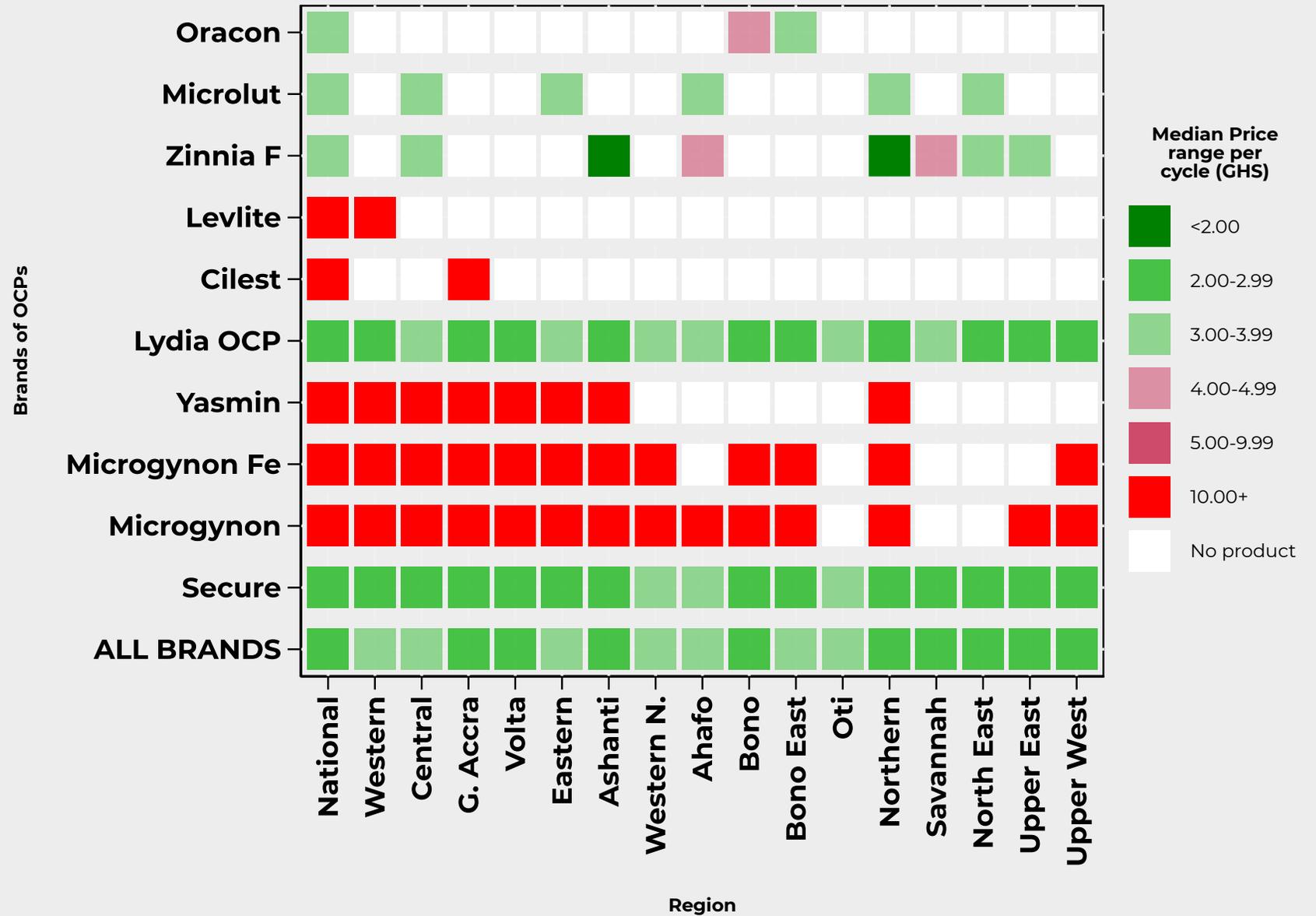
Retail price of OCP per cycle in Urban districts (GHS)



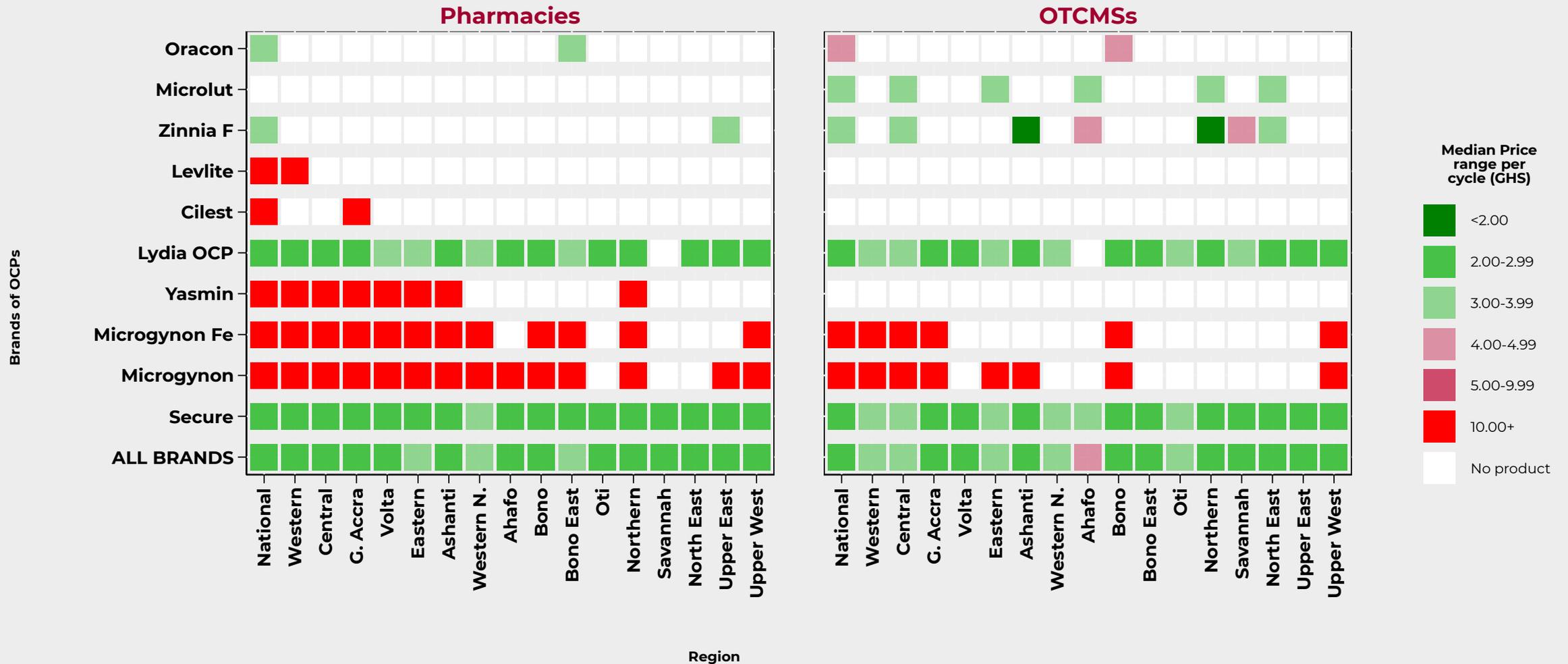
Overall average price in **Urban districts**: (GHS 2.7)



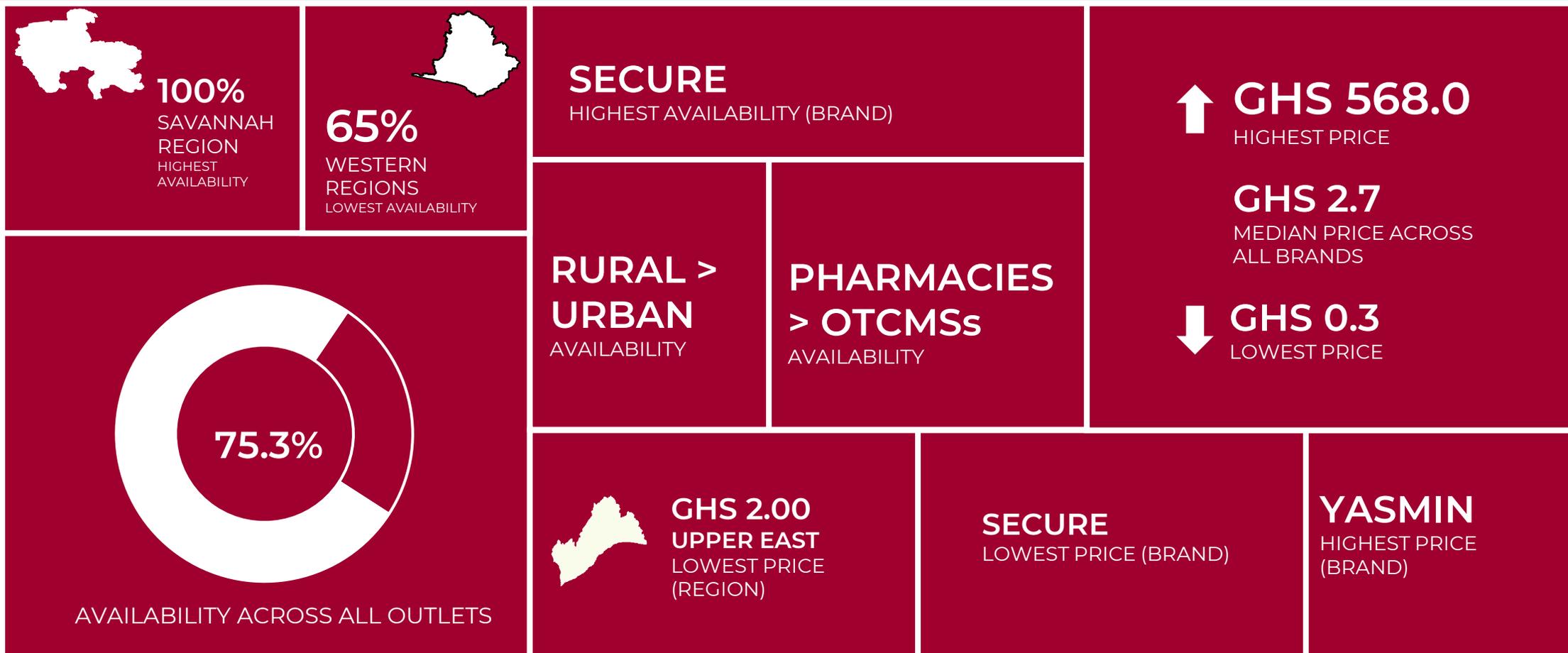
Price (GHS) of brands of OCPs by region



Price (GHS) of brands of OCPs by region and type of outlet



Key findings - OCPs





03. Male Condoms

Family Planning Product



Male condoms Sampling Metrics

Pharmacy
OTCMS
Modern Trade

SURVEYED
OUTLETS

2,707

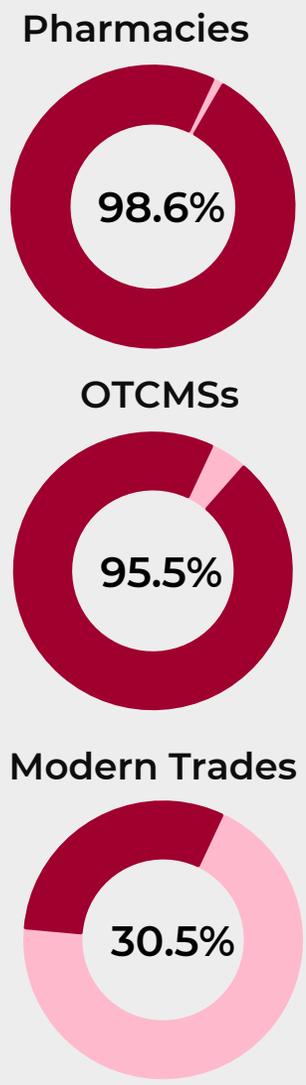
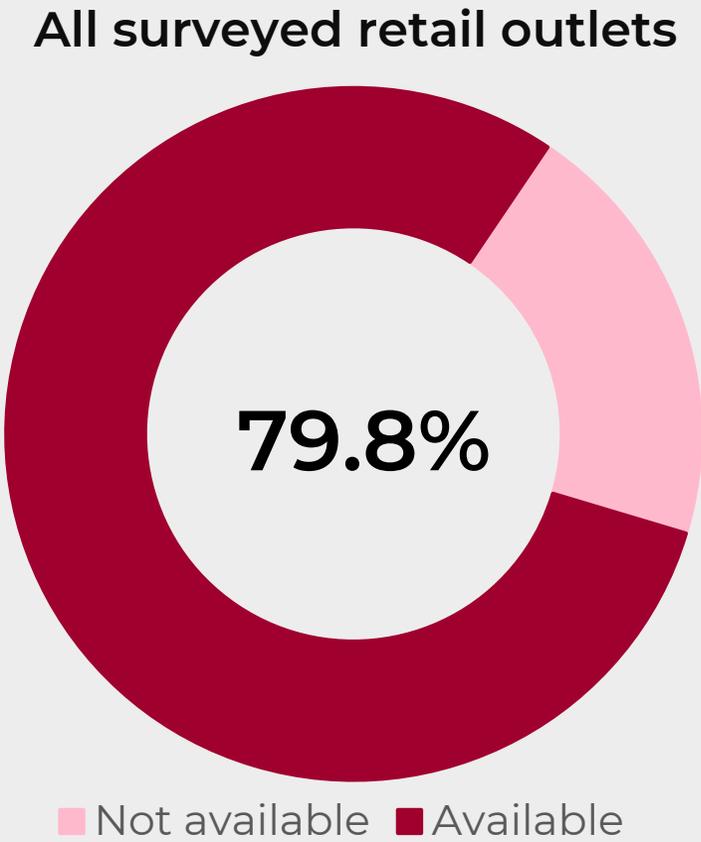
SAMPLED RETAIL
OUTLETS

Per Piece

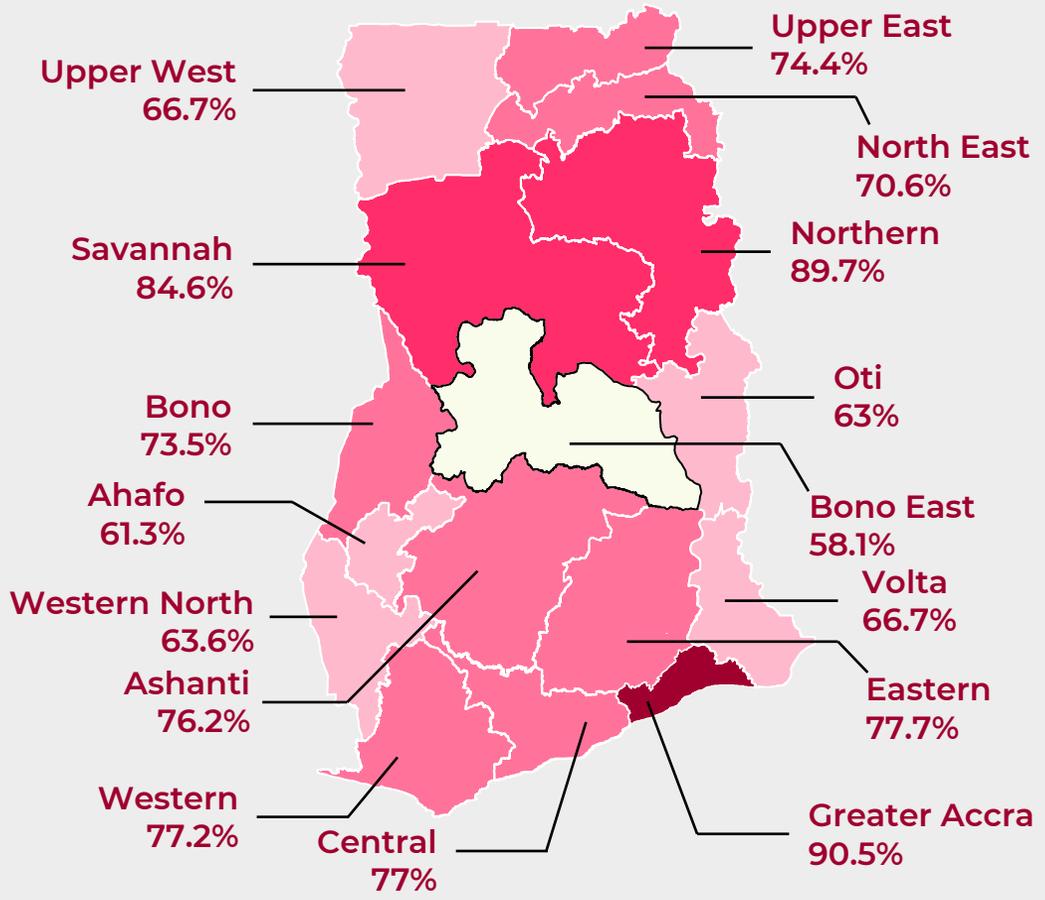
COST ANALYSIS UNIT
OF MEASUREMENT



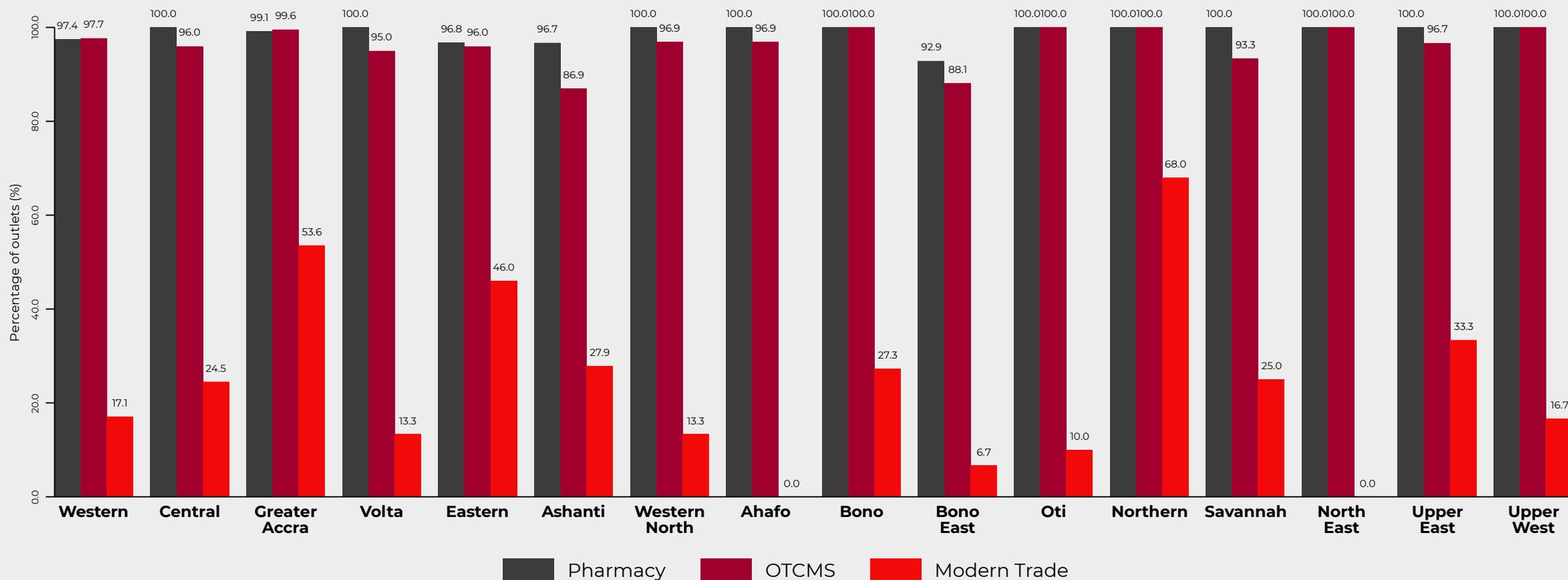
Availability of male condoms by type of outlet & region



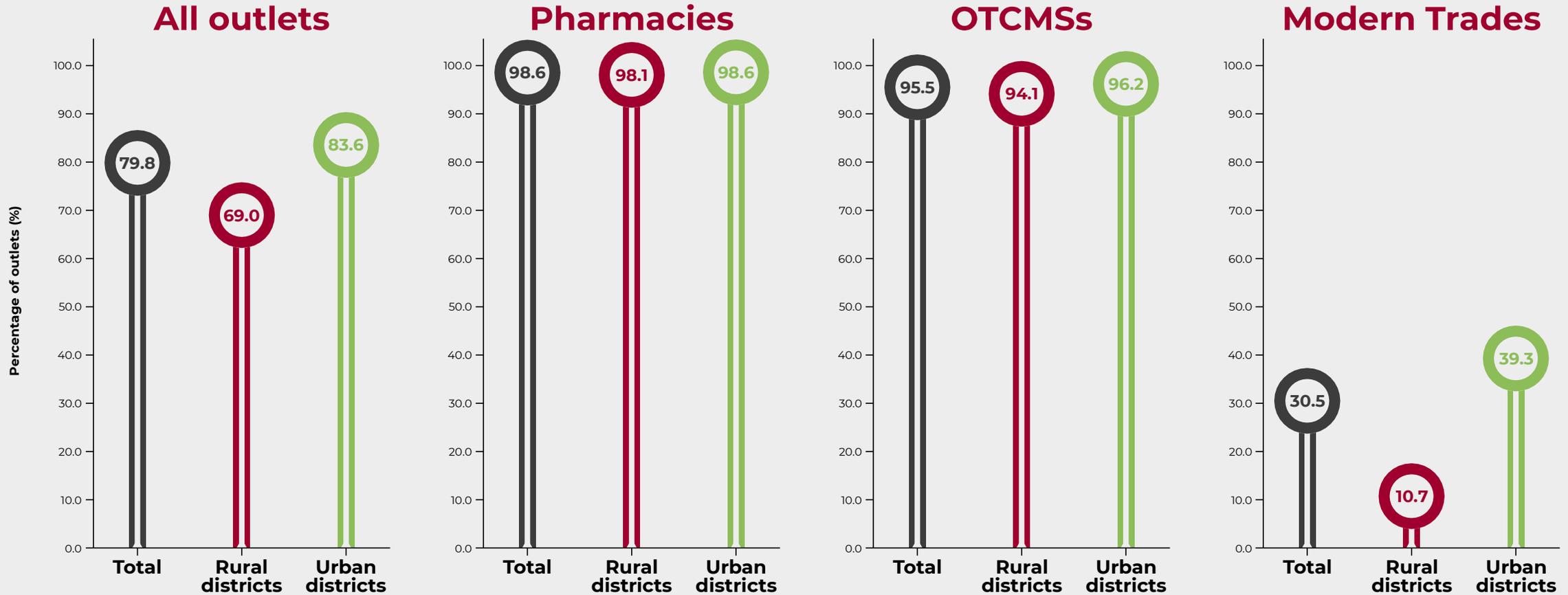
Regional estimates



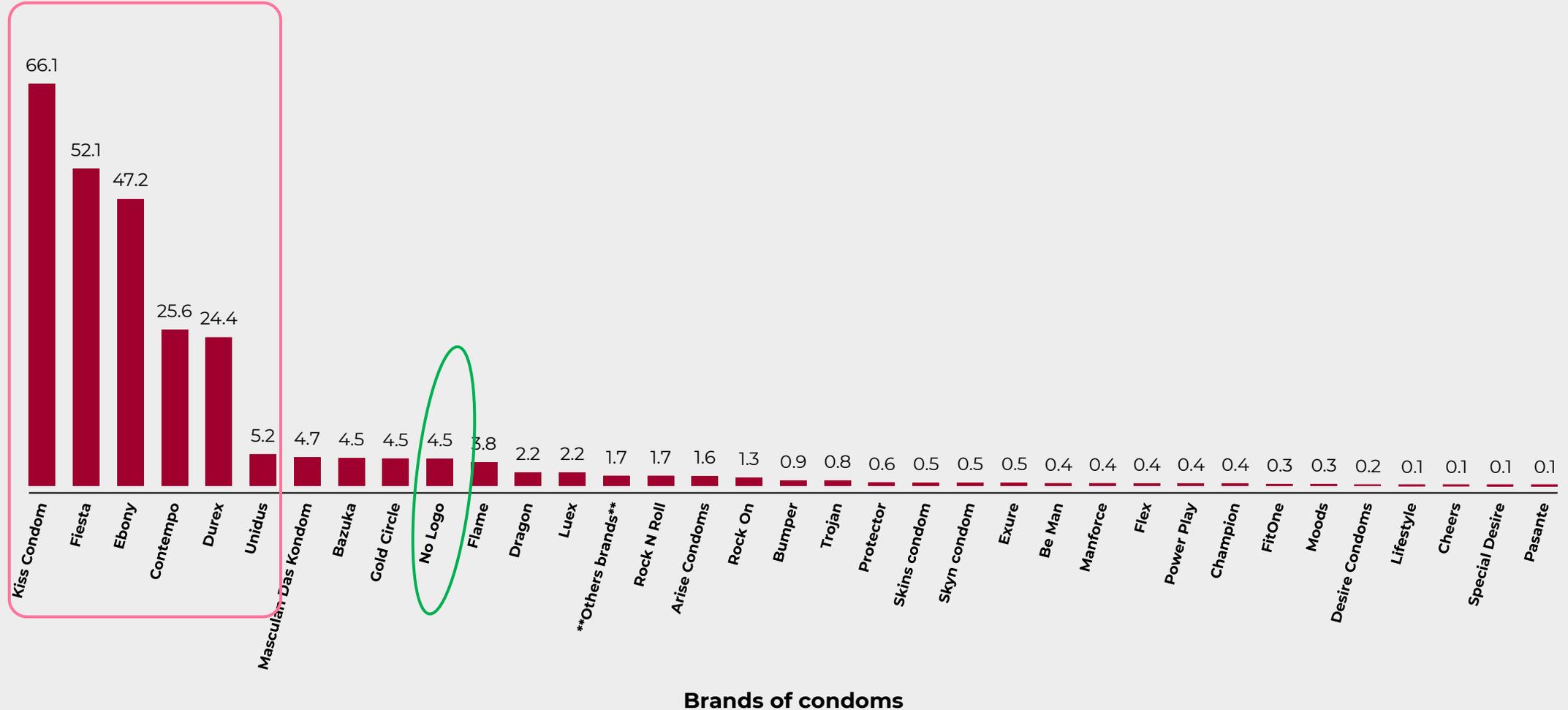
Availability of male condoms by region and type of outlet



Availability of ECPs by type of outlet & district



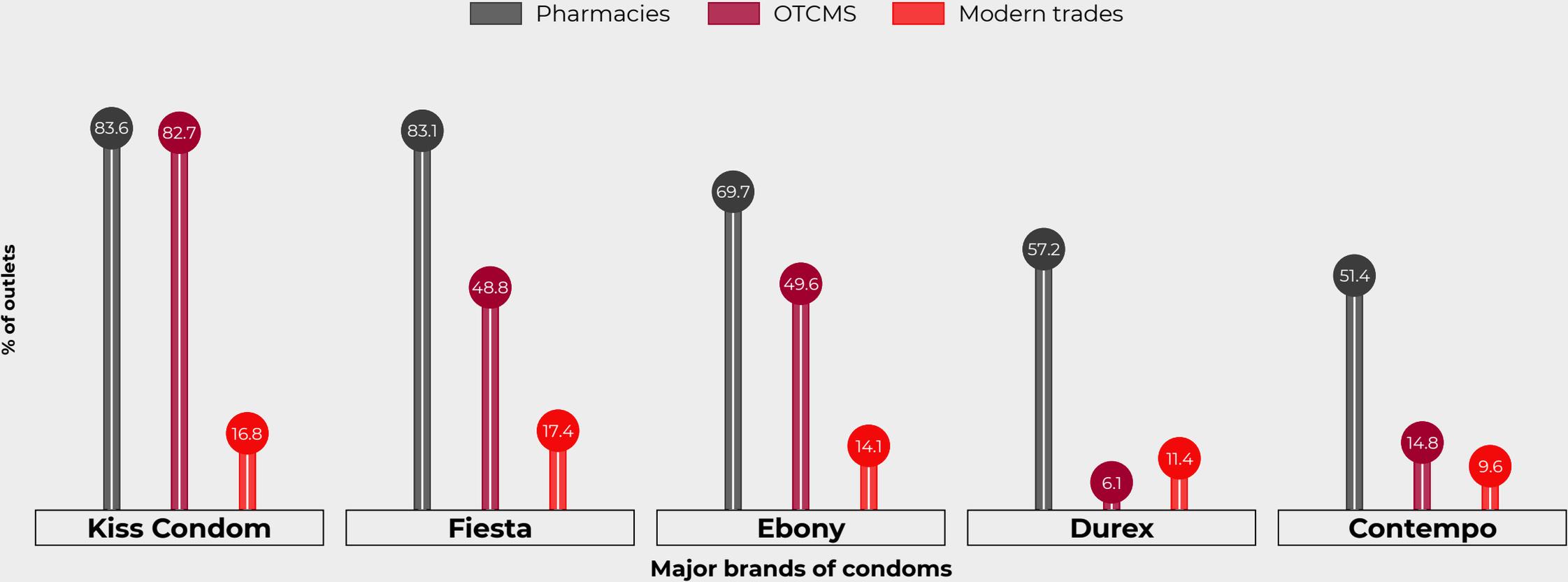
Availability of brands of male condoms in all outlets



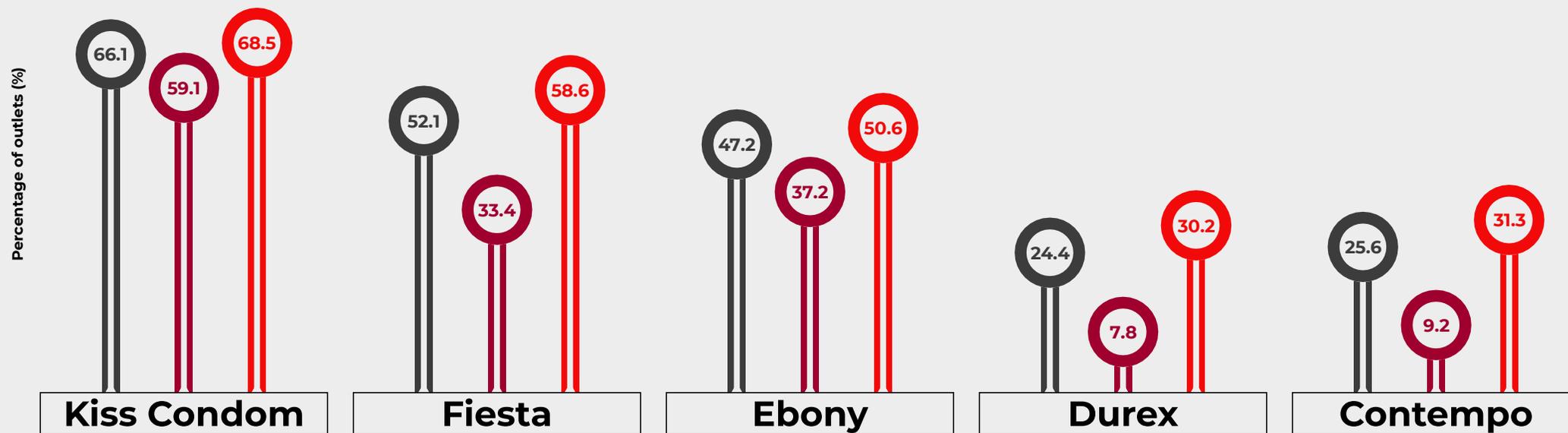
Other brands: A total of 27 other brands with less than 0.1% availability



Availability of major brands of male condoms by type of outlet



Availability of major brands of male condoms by type of district



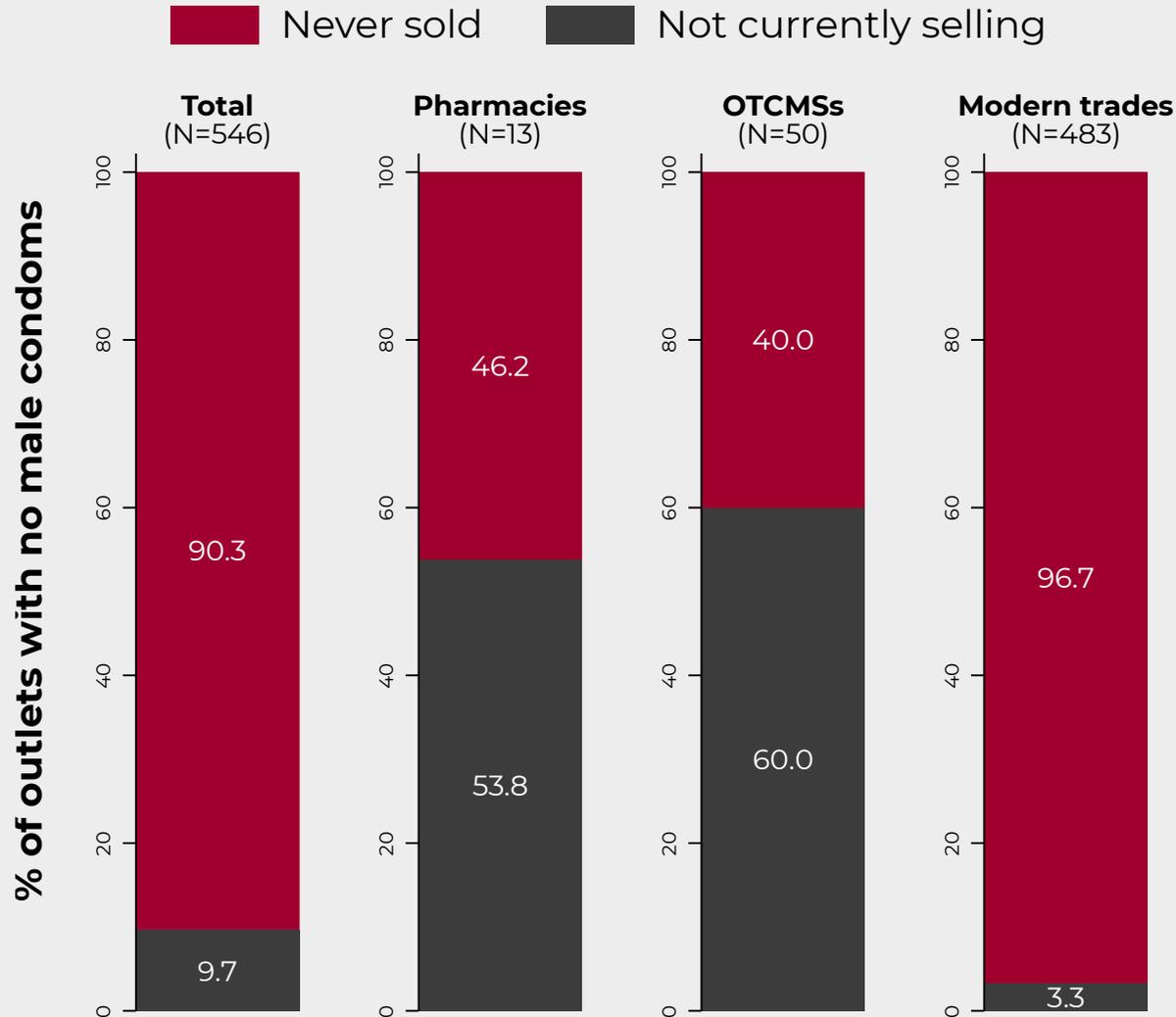
Availability of brands of male condoms by region

N	Regions																Total
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savannah	North East	Upper East	Upper West	
ECP Brands	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Kiss Condom	63.5	62.9	75.6	55.2	65.3	65.1	59.7	51.2	58.2	52.3	51.9	71.8	76.9	62.7	57.3	57.3	66.1
Fiesta	44.9	46.5	71.2	47.1	42.0	48.2	48.1	26.2	44.9	24.4	22.2	52.6	46.2	35.3	48.8	45.3	52.1
Ebony	47.3	46.5	62.2	46.0	34.2	38.5	31.2	18.8	39.8	32.6	24.1	52.6	59.0	49.0	52.4	48.0	47.2
Durex	15.0	16.9	47.5	20.7	11.9	20.4	10.4	13.8	12.2	7.0	1.9	15.4	5.1	0.0	12.2	4.0	24.4
Contempo	28.1	19.7	45.8	18.4	17.1	20.8	11.7	11.2	10.2	9.3	0.0	15.4	5.1	3.9	17.1	10.7	25.6
Unidus	0.6	2.3	14.9	2.3	4.1	0.0	0.0	1.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	5.2
Masculan Das																	
Kondom	10.8	4.7	8.6	4.6	1.0	1.8	2.6	0.0	0.0	1.2	0.0	6.4	2.6	2.0	2.4	1.3	4.7
Bazuka	7.2	8.9	4.1	4.6	5.2	3.4	1.3	3.8	4.1	11.6	7.4	1.3	5.1	0.0	0.0	2.7	4.5
No Logo	9.6	5.2	2.9	3.4	8.3	0.4	1.3	0.0	17.3	1.2	13.0	3.8	10.3	9.8	2.4	12.0	4.5
Gold Circle	15.6	1.9	6.3	5.7	3.6	0.6	2.6	5.0	1.0	0.0	16.7	0.0	0.0	2.0	8.5	1.3	4.5
Flame	8.4	4.2	4.9	4.6	4.1	1.4	1.3	3.8	0.0	1.2	11.1	3.8	7.7	3.9	3.7	0.0	3.8
Dragon	4.2	1.9	3.3	1.1	3.1	0.4	0.0	0.0	4.1	0.0	1.9	1.3	5.1	2.0	2.4	2.7	2.2
Luex	2.4	2.3	3.6	0.0	0.5	2.0	3.9	2.5	1.0	1.2	0.0	0.0	0.0	0.0	1.2	1.3	2.2
Arise Condoms	1.8	3.8	0.2	0.0	4.1	3.0	0.0	0.0	6.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Rock N Roll	1.2	1.9	3.8	0.0	0.5	1.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Rock On	3.0	1.4	0.6	2.3	1.0	1.4	1.3	1.2	4.1	1.2	0.0	2.6	2.6	0.0	1.2	1.3	1.3
Bumper	1.8	0.9	1.7	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.9
Protector	0.0	0.5	0.4	1.1	0.5	1.0	1.3	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	2.7	0.6
Trojan	0.6	0.5	1.9	2.3	0.5	0.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Manforce	0.6	0.5	1.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Skins condom	0.0	0.5	1.2	1.1	0.0	0.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Exure	0.6	0.5	1.0	0.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Skyn condom	0.0	0.0	1.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Be Man	4.2	0.0	0.0	0.0	1.0	0.4	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Flex	3.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.4
Champion	0.6	1.4	0.0	1.1	0.5	0.2	1.3	0.0	0.0	1.2	0.0	0.0	0.0	2.0	0.0	0.0	0.4
Power Play	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.4
Moods	0.6	0.0	0.2	2.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	1.2	0.0	0.3
Pasante	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
FitOne	0.0	0.5	0.5	0.0	0.5	0.0	0.0	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Cheers	0.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lifestyle	0.0	0.5	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Special Desire	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Desire Condoms	1.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.2
Other brands***	1.8	3.3	1.5	1.1	3.1	1.2	2.6	3.8	0.0	1.2	1.9	2.6	0.0	2.0	0.0	0.0	1.7
ALL BRANDS	77.8	78.9	91.5	67.8	79.8	76.2	64.9	61.3	75.5	60.5	66.7	89.7	87.2	72.5	74.4	66.7	79.8

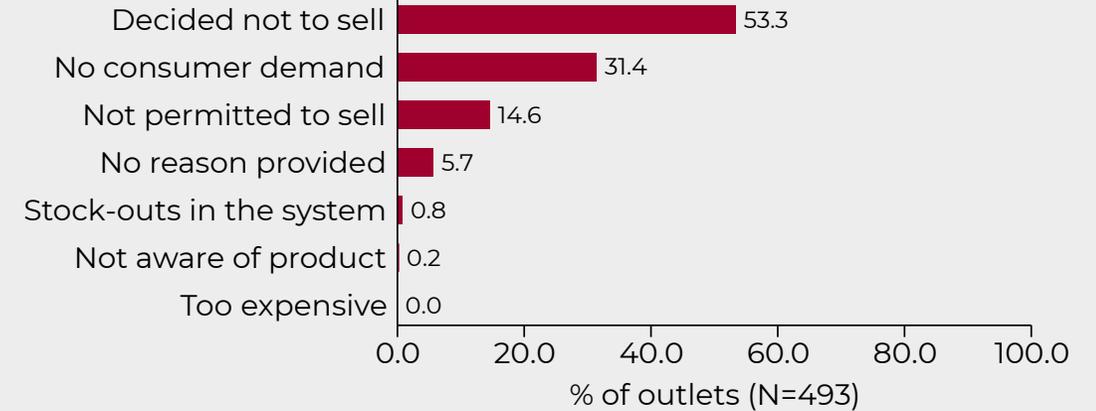
Other brands***: This is the combination of all other brands that were found in less than 10 retail outlets nationwide



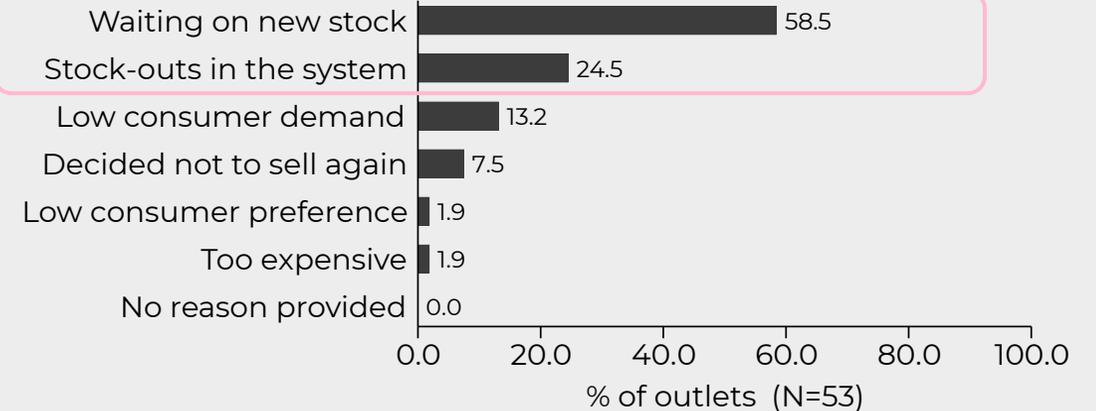
Sales history of male condoms retail outlets



Reasons for never selling



Reasons for not currently selling

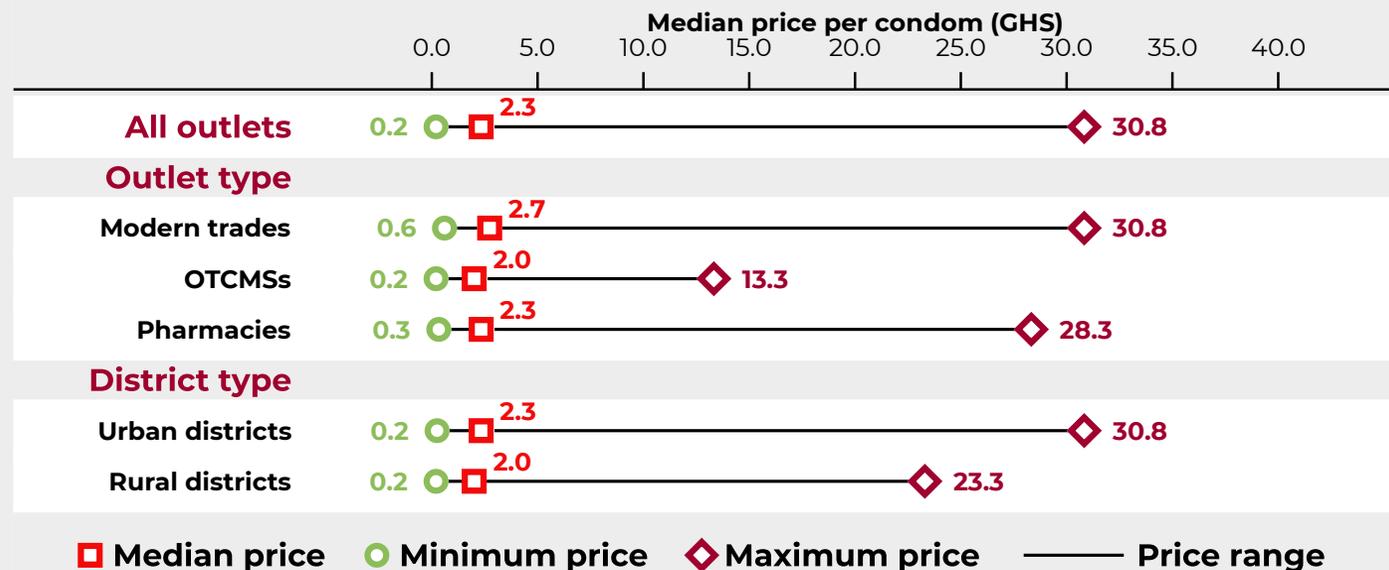


Price (GHS) profile of male condoms by type of outlet and district

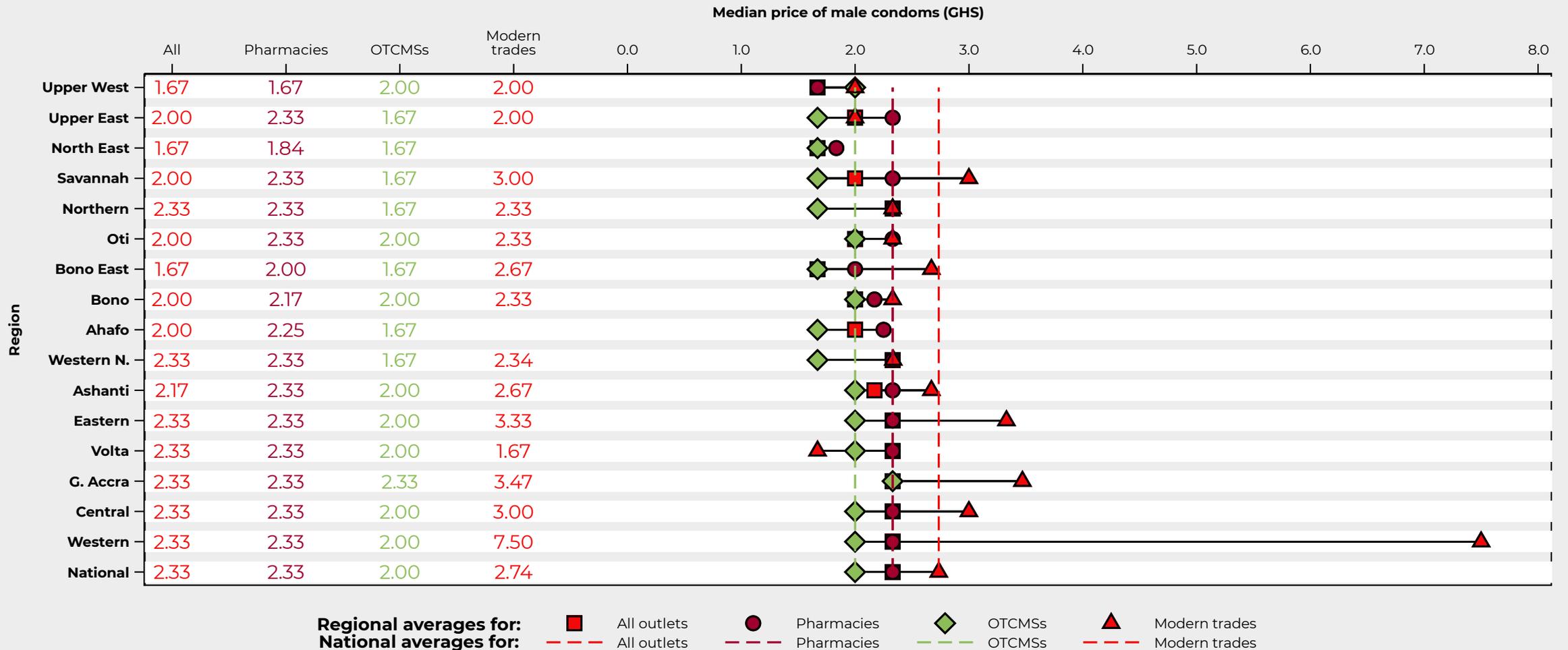
GHS 2.30

Median retail price of all brands of male condom per each across all outlets

- Pharmacies – GHS 2.70
- OTCMS – GHS 2.00
- Modern Trades – GHS 2.30
- Rural districts – GHS 2.00
- Urban districts – GHS 2.30



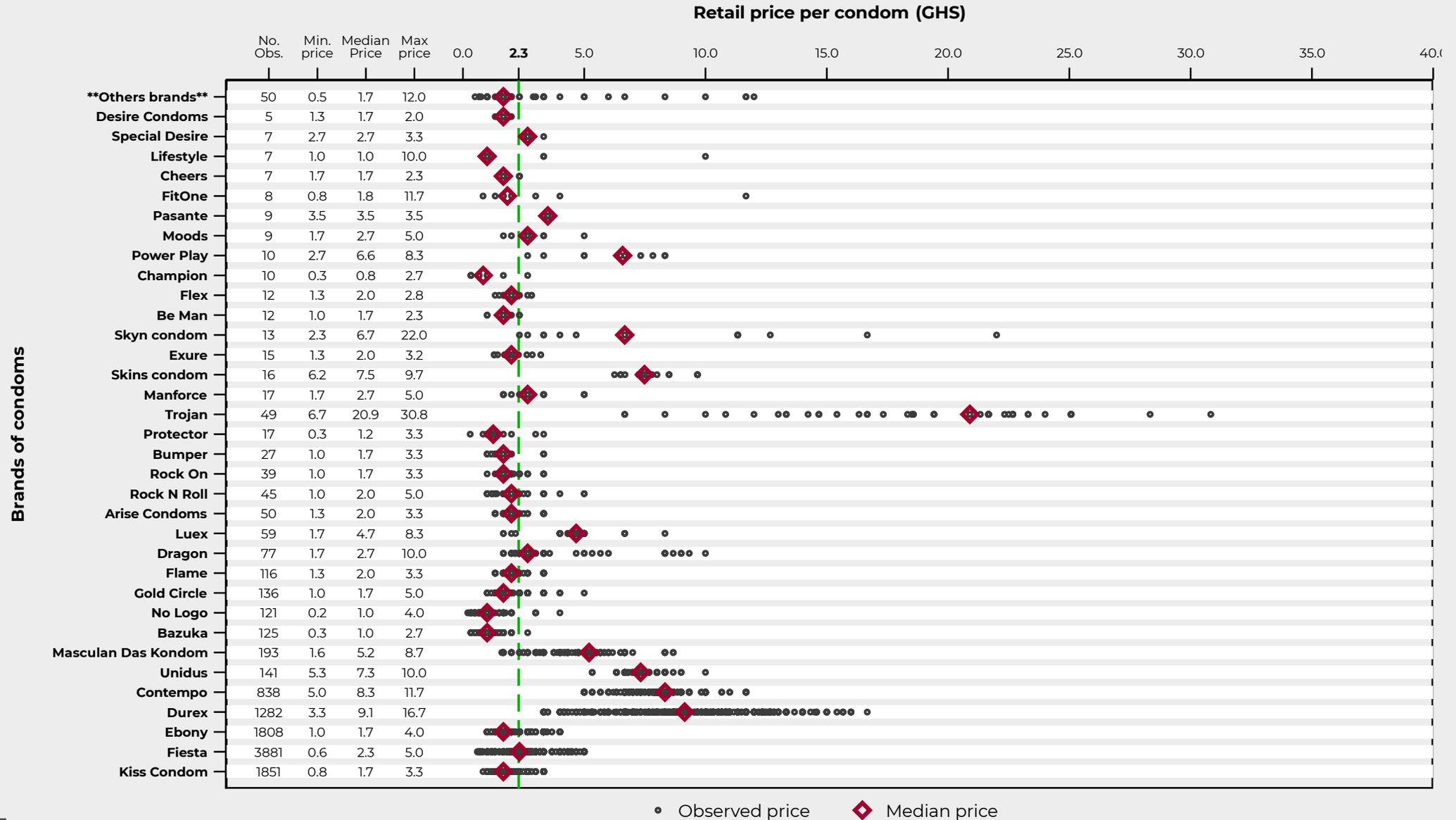
Price (GHS) of male condoms by region & type of outlet



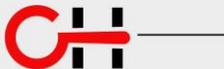
Price (GHS) of male condoms by region & type of district



Price (GHS) profile of brands of male condoms

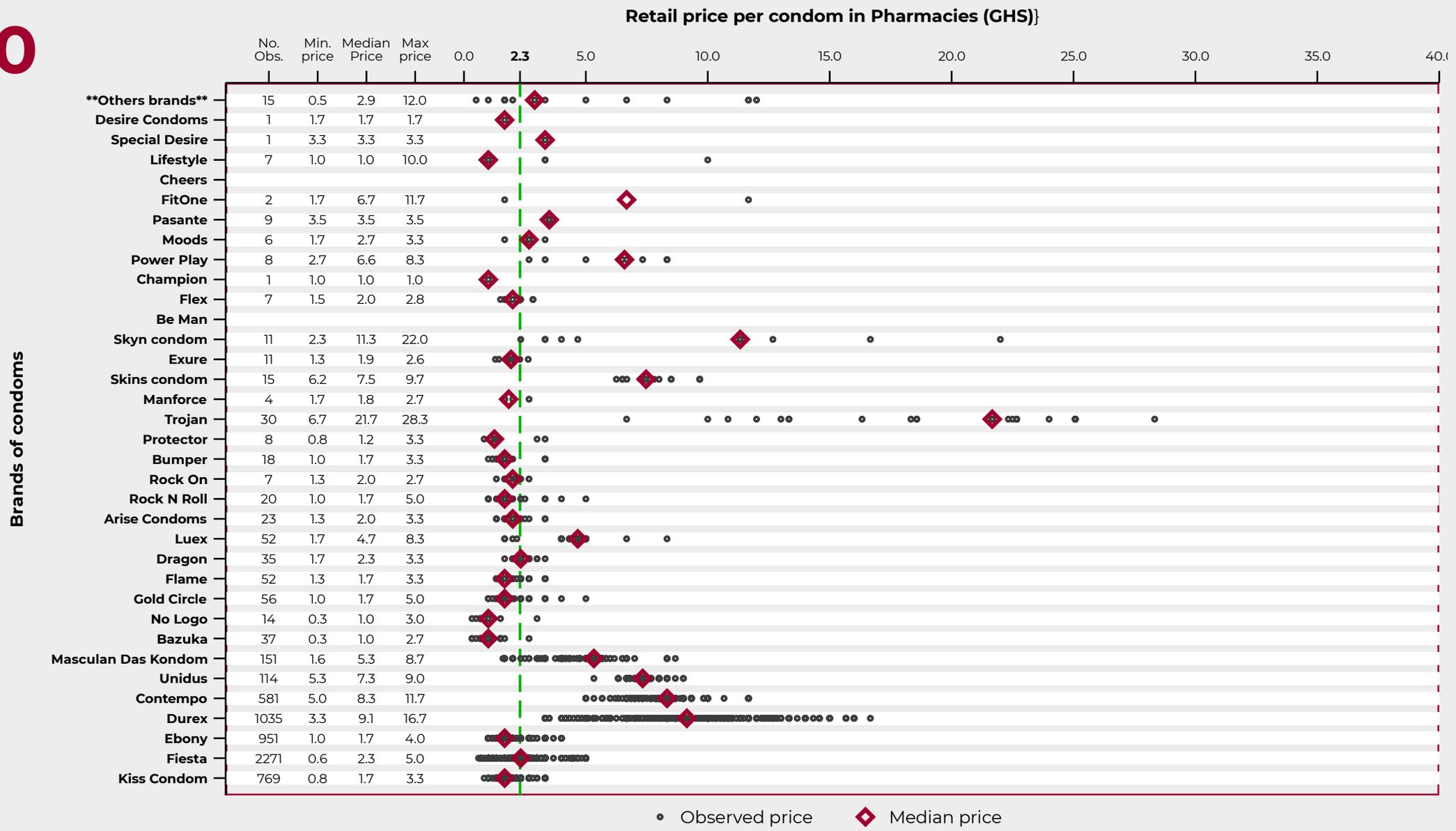


Overall average price per condom GHS 2.3



Pharmacies

GHS 2.30



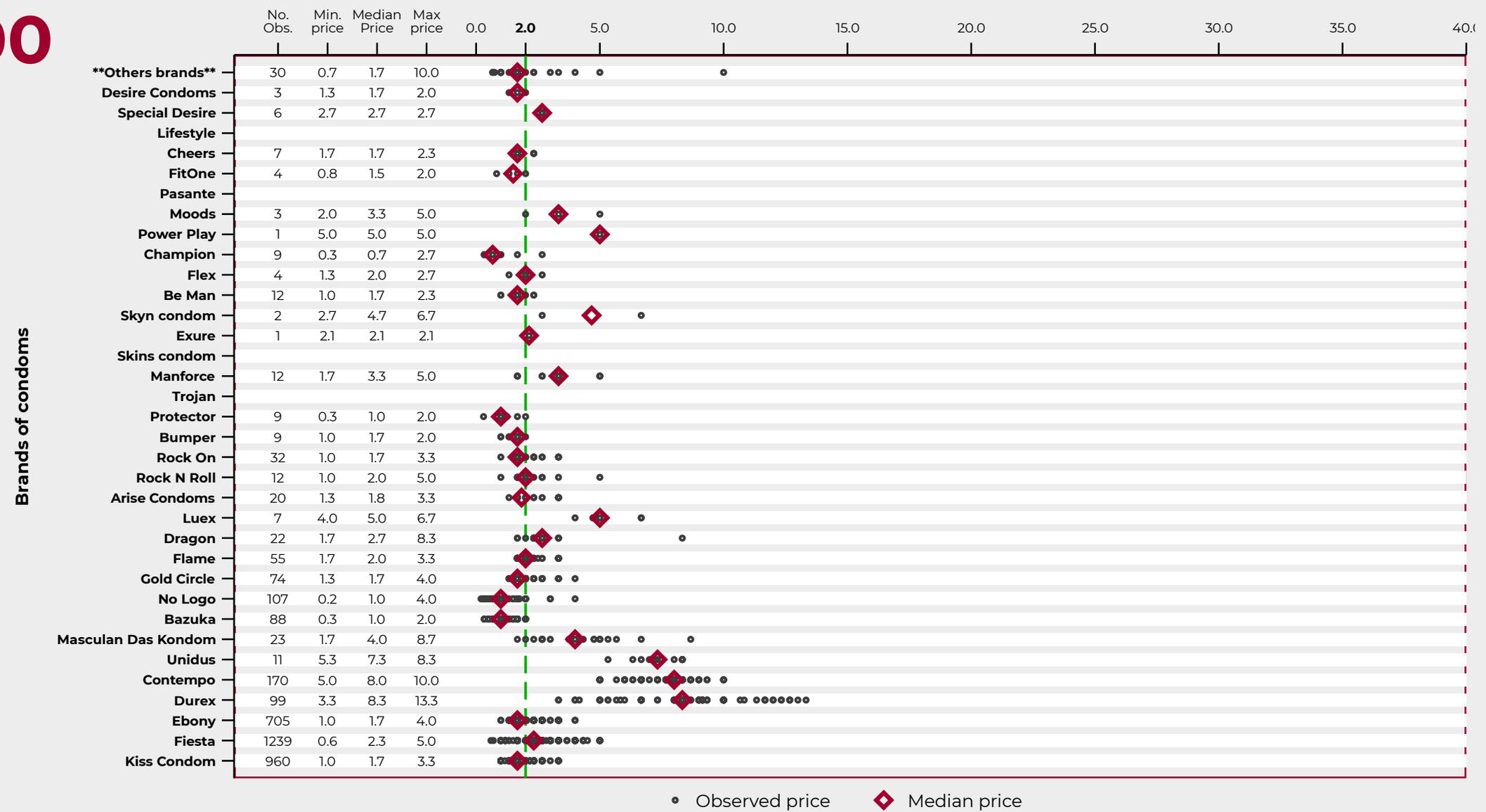
Overall average price per condom in **Pharmacies**: GHS 2.3



OTCMSs

GHS 2.00

Retail price per condom in OTCMSs (GHS)



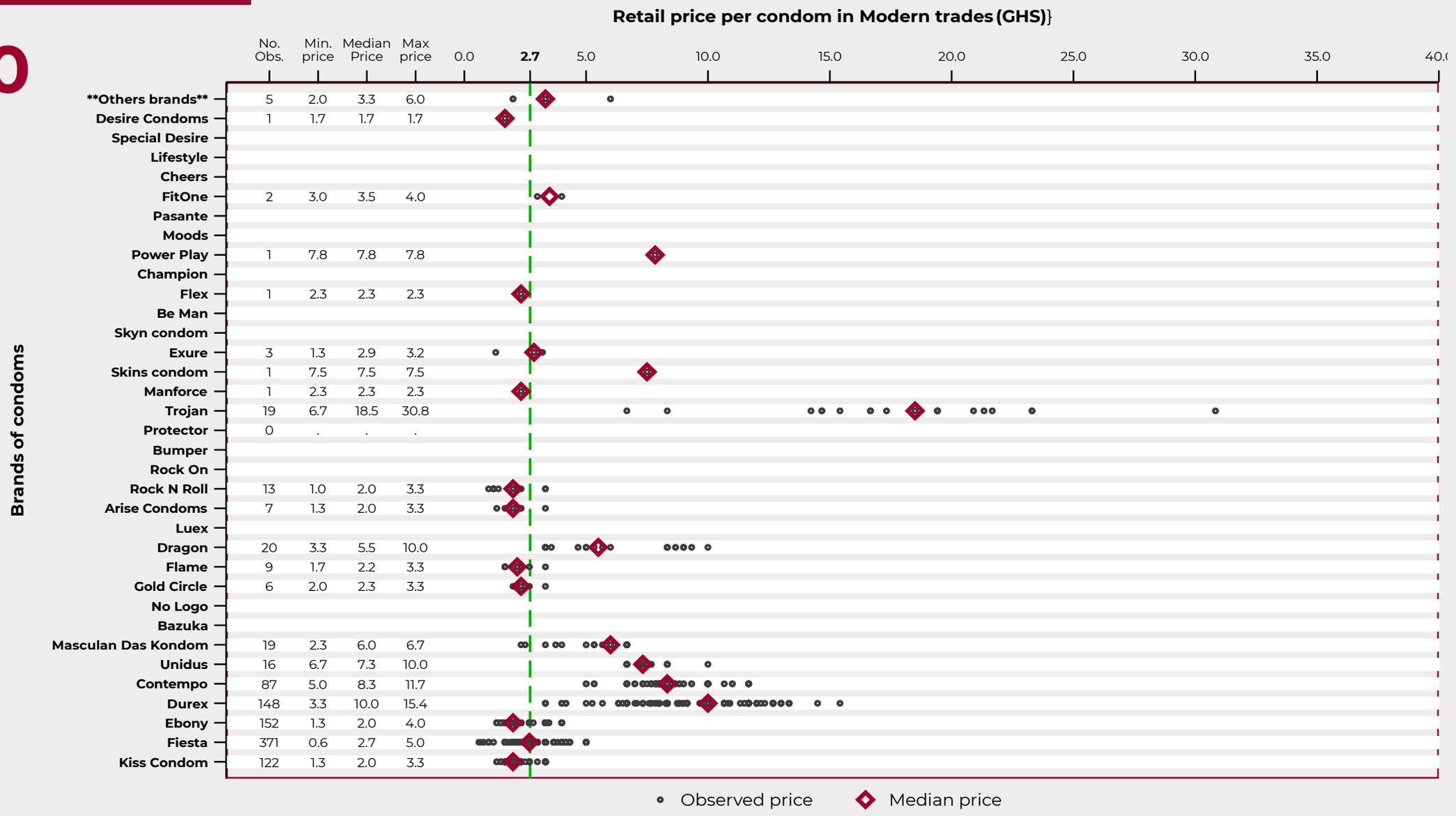
• Observed price ♦ Median price

Overall average price per condom in OTCMSs: GHS 2.00



Modern trades

GHS 2.70



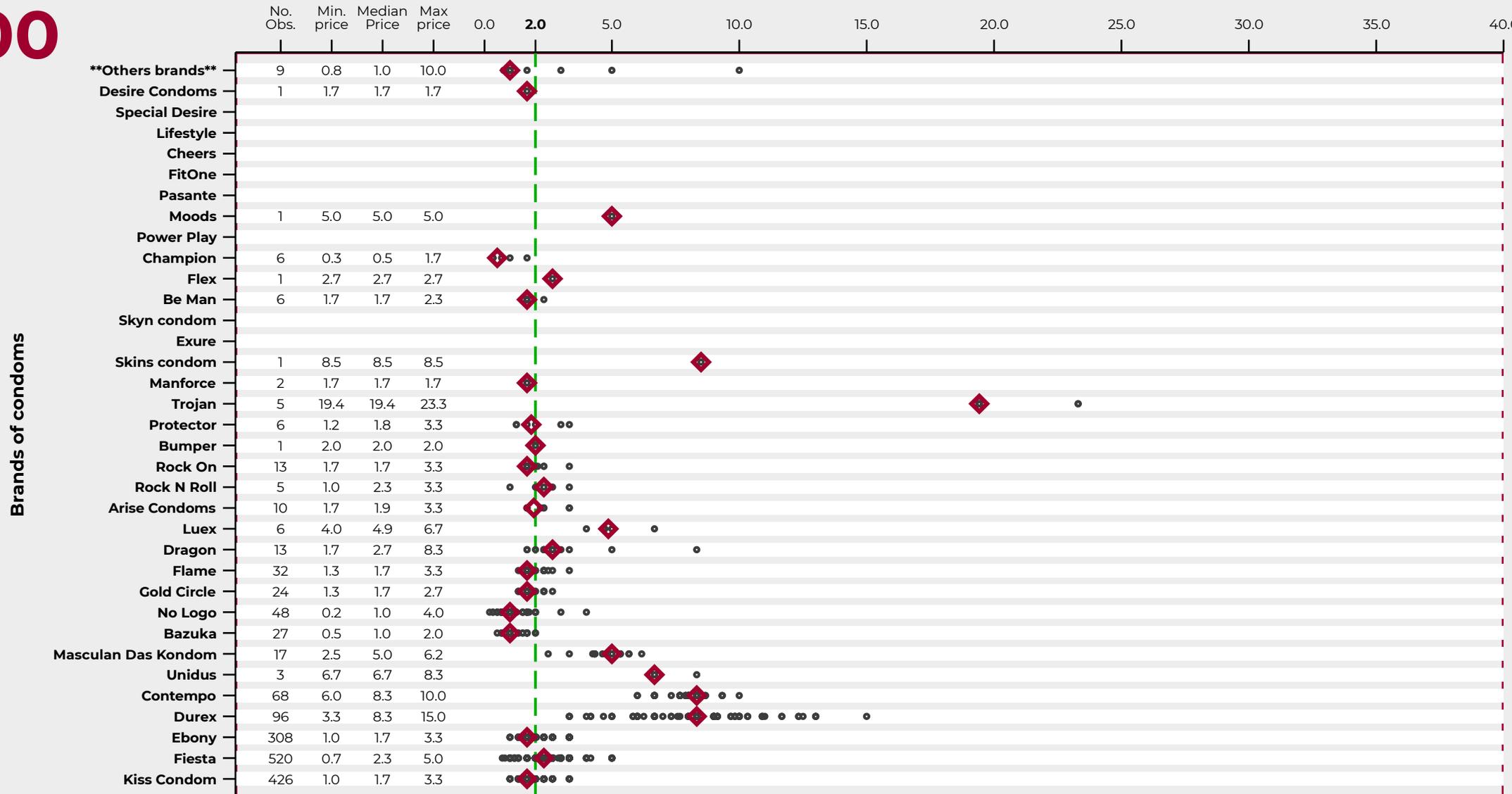
Overall average price per condom in **Modern trades**: GHS 2.7



Rural districts

GHS 2.00

Retail price per condom in Rural districts (GHS)



• Observed price ◆ Median price

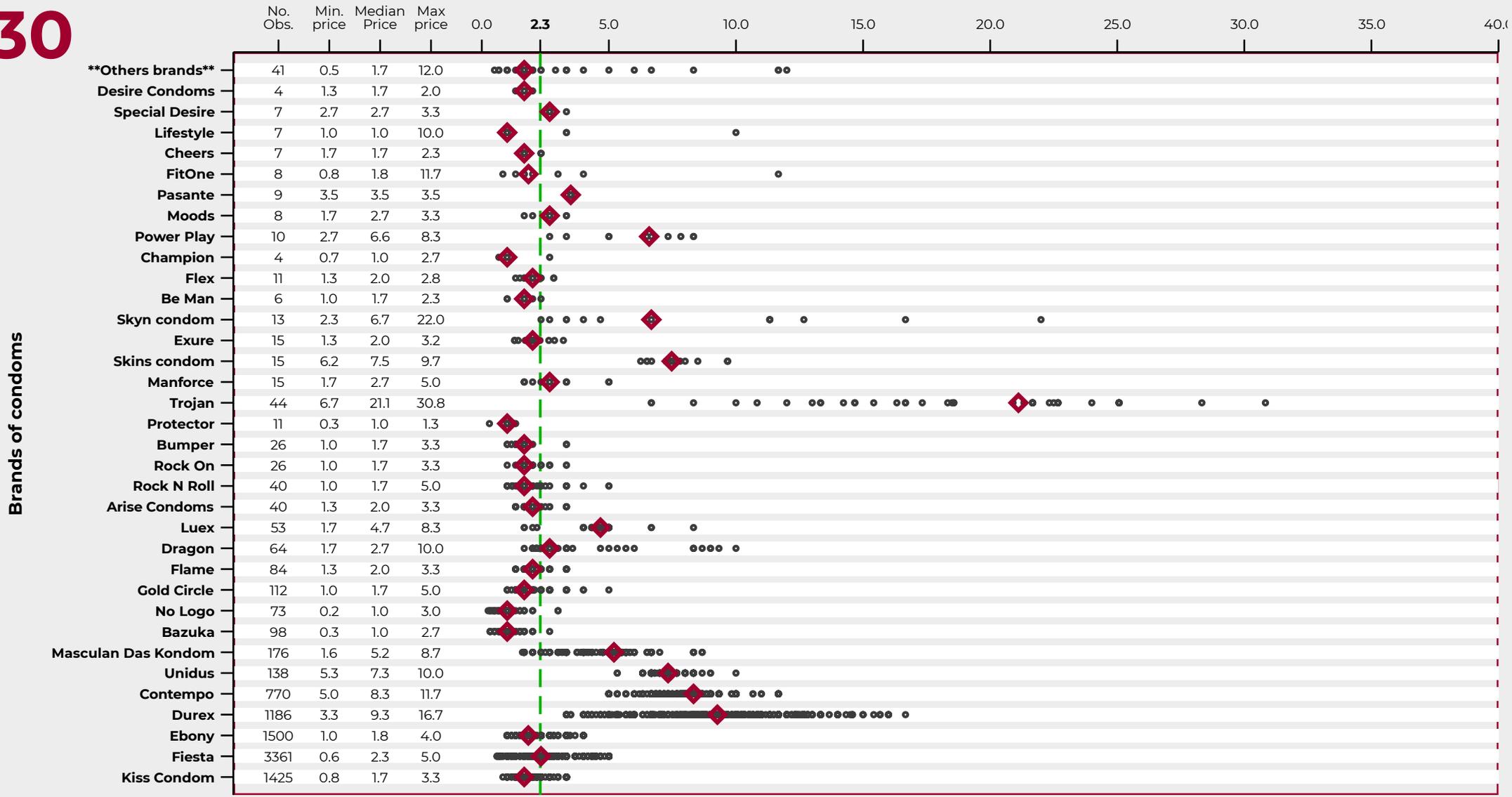
Overall average price per condom in Rural districts: GHS 2.00



Urban districts

GHS 2.30

Retail price per condom in Urban districts (GHS)

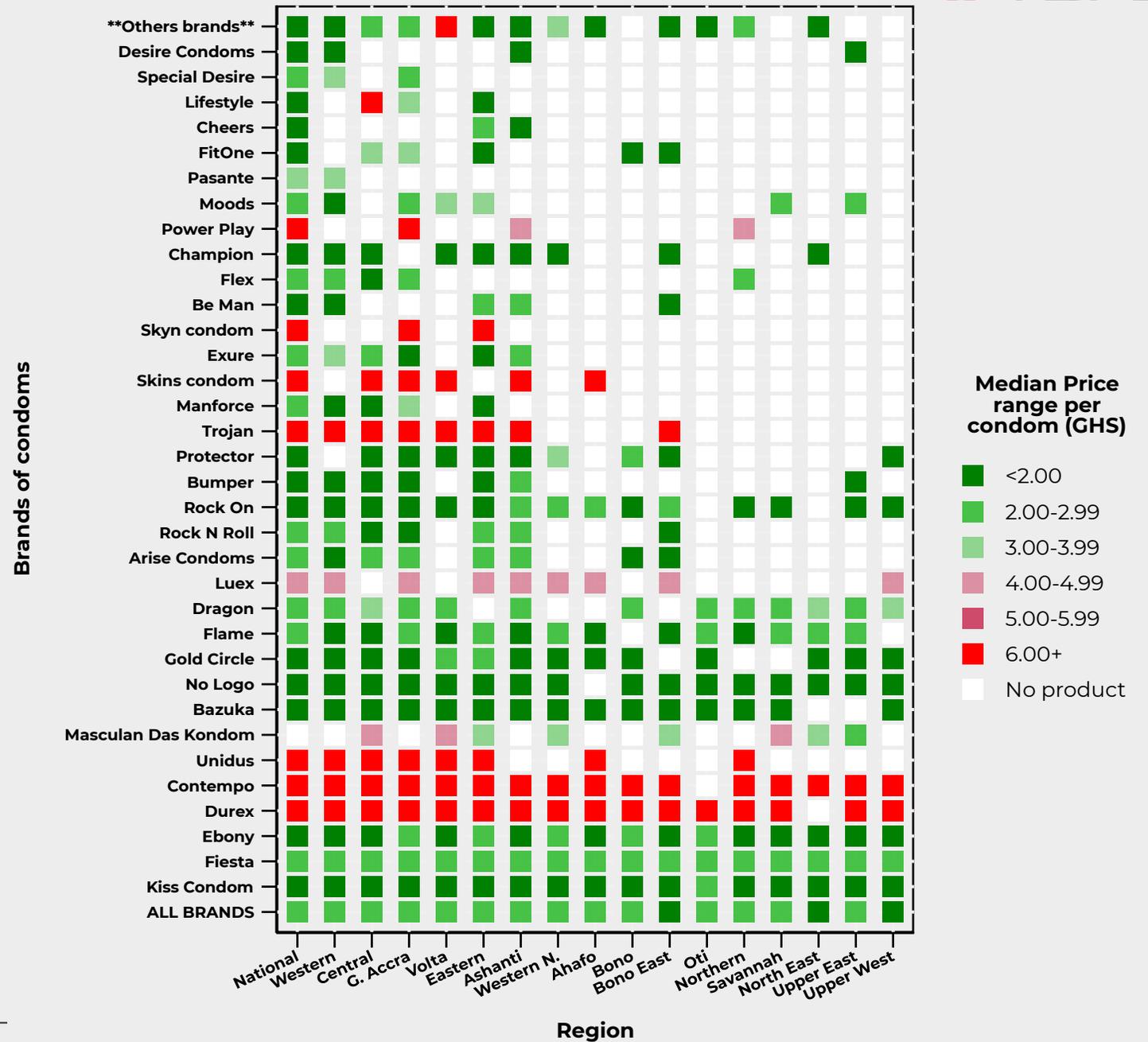


• Observed price ◆ Median price

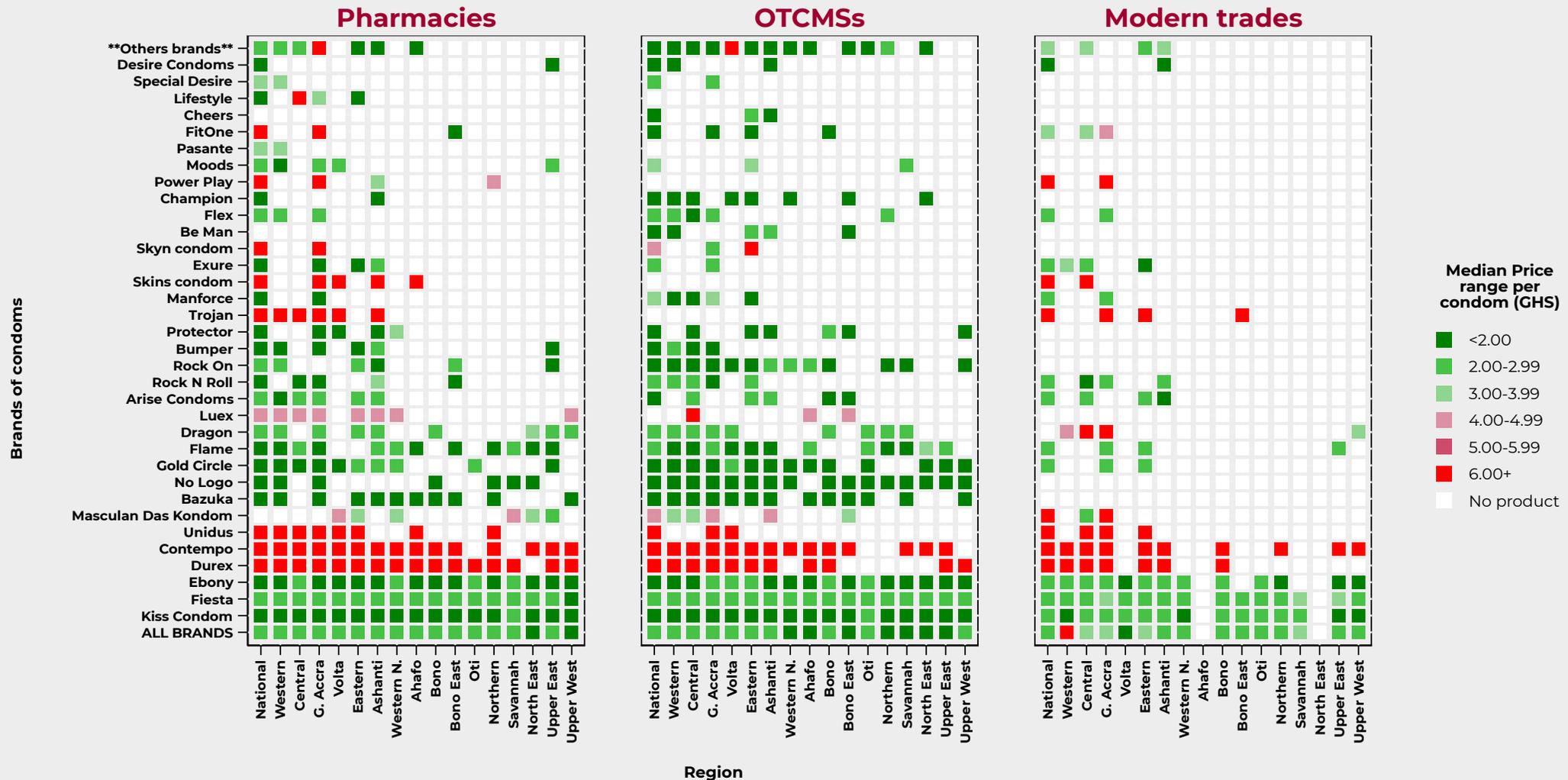
Overall average price per condom in Urban districts: GHS 2.3



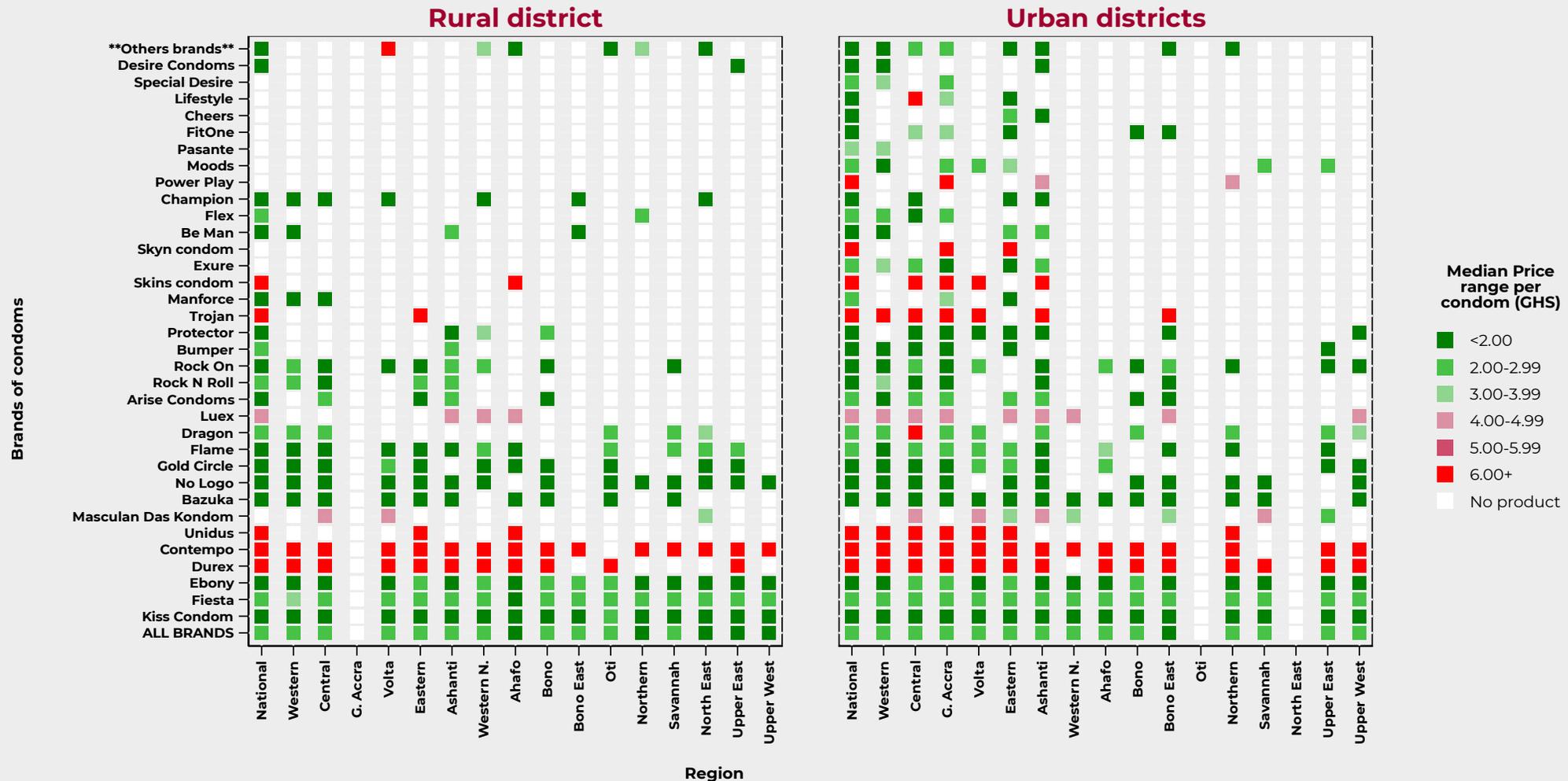
Price (GHS) of brands of male condoms by region and type of outlet



Price (GHS) of brands of male condoms by region and type of outlet



Price (GHS) of brands of male condoms by region and type of district



Key findings – Male condoms





04. Co-Packed Male Condoms + Lubricants

Family Planning Product



Co-Packed Male Condom + Lubricant Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,707

SAMPLED RETAIL
OUTLETS

Per Pack

3 condoms + 3 lubricants

COST ANALYSIS UNIT
OF MEASUREMENT



Availability of co-packed male condom + lubricant

1 brand observed

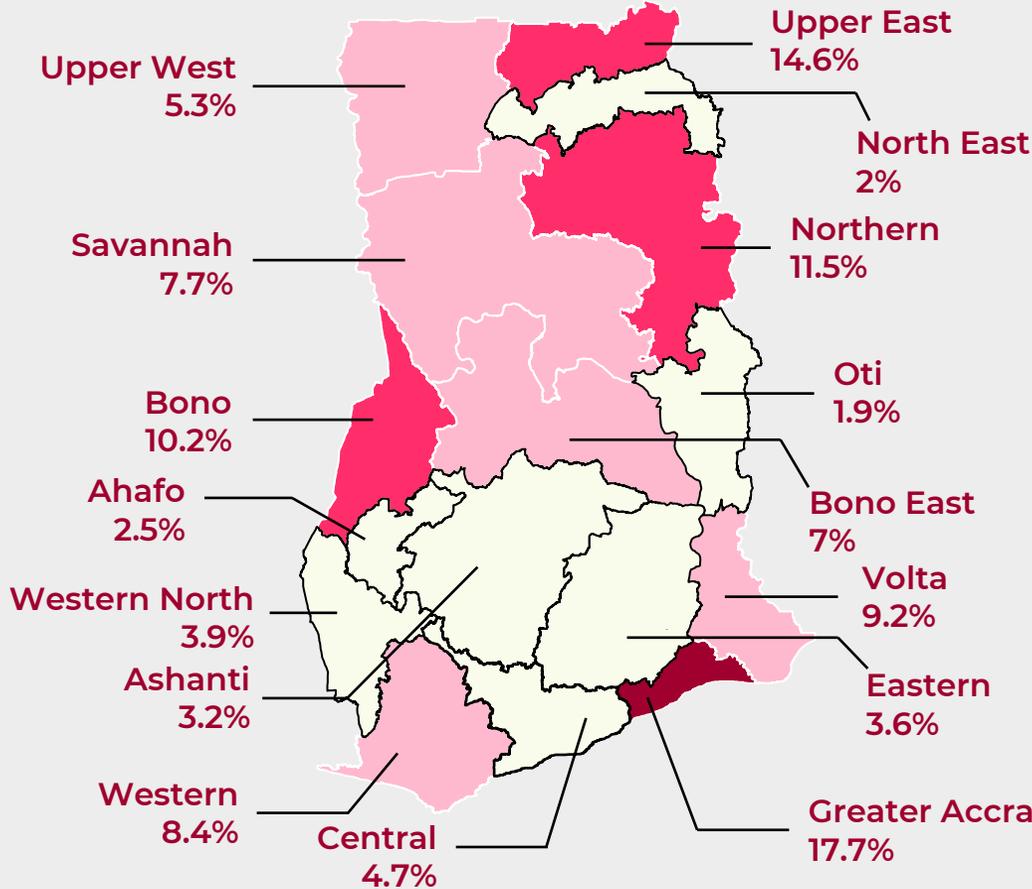


Ebony Plus

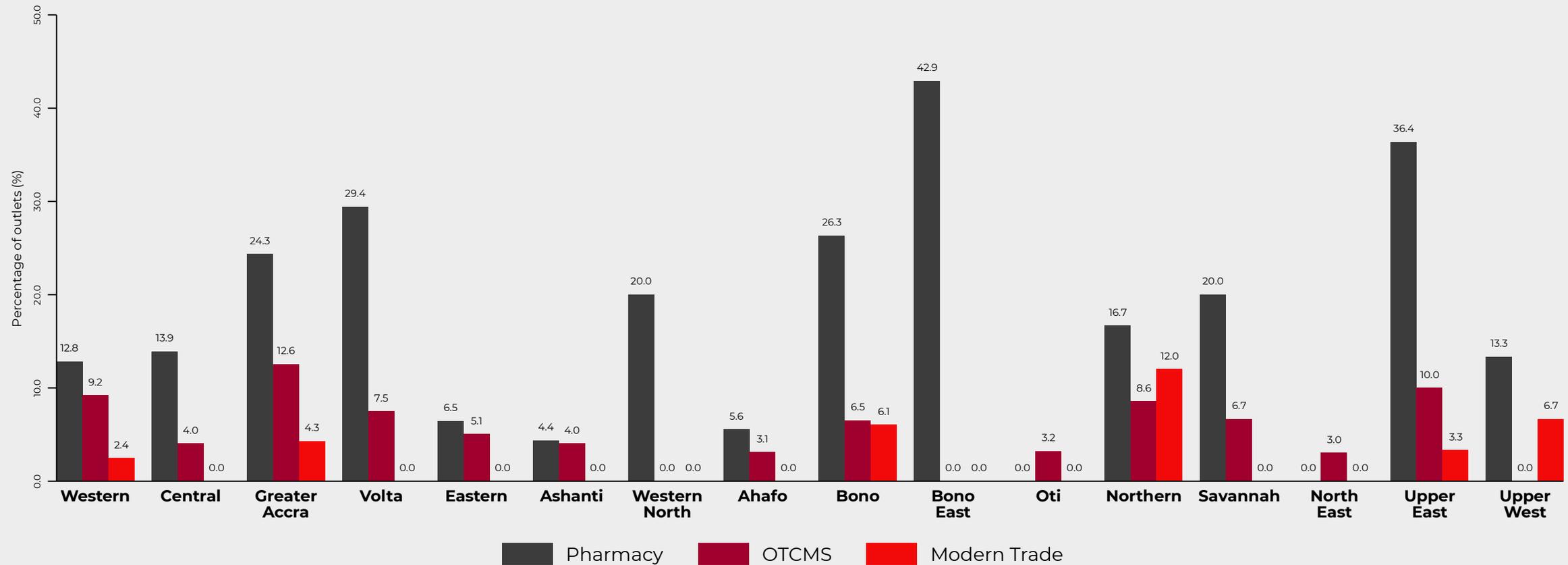
Availability of Ebony Plus by type of outlet & region



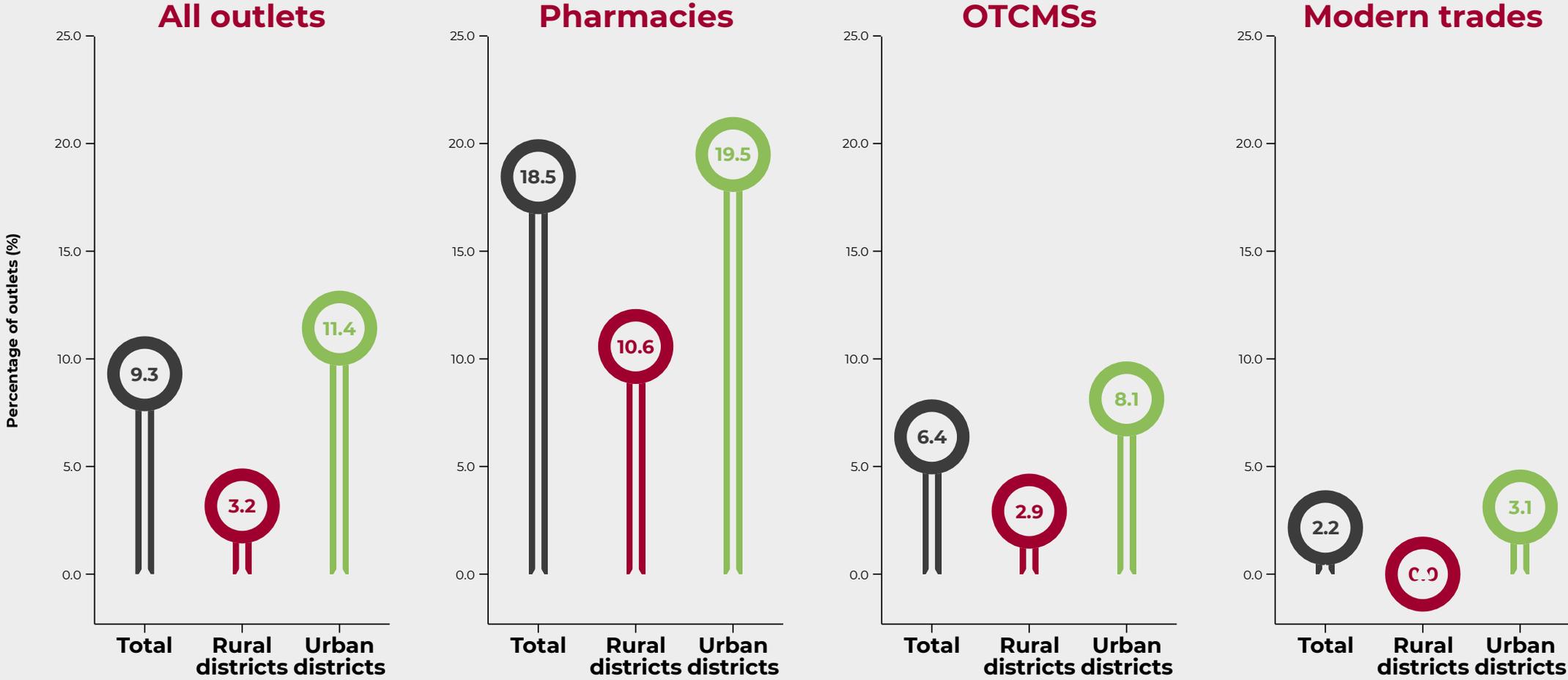
Regional estimates



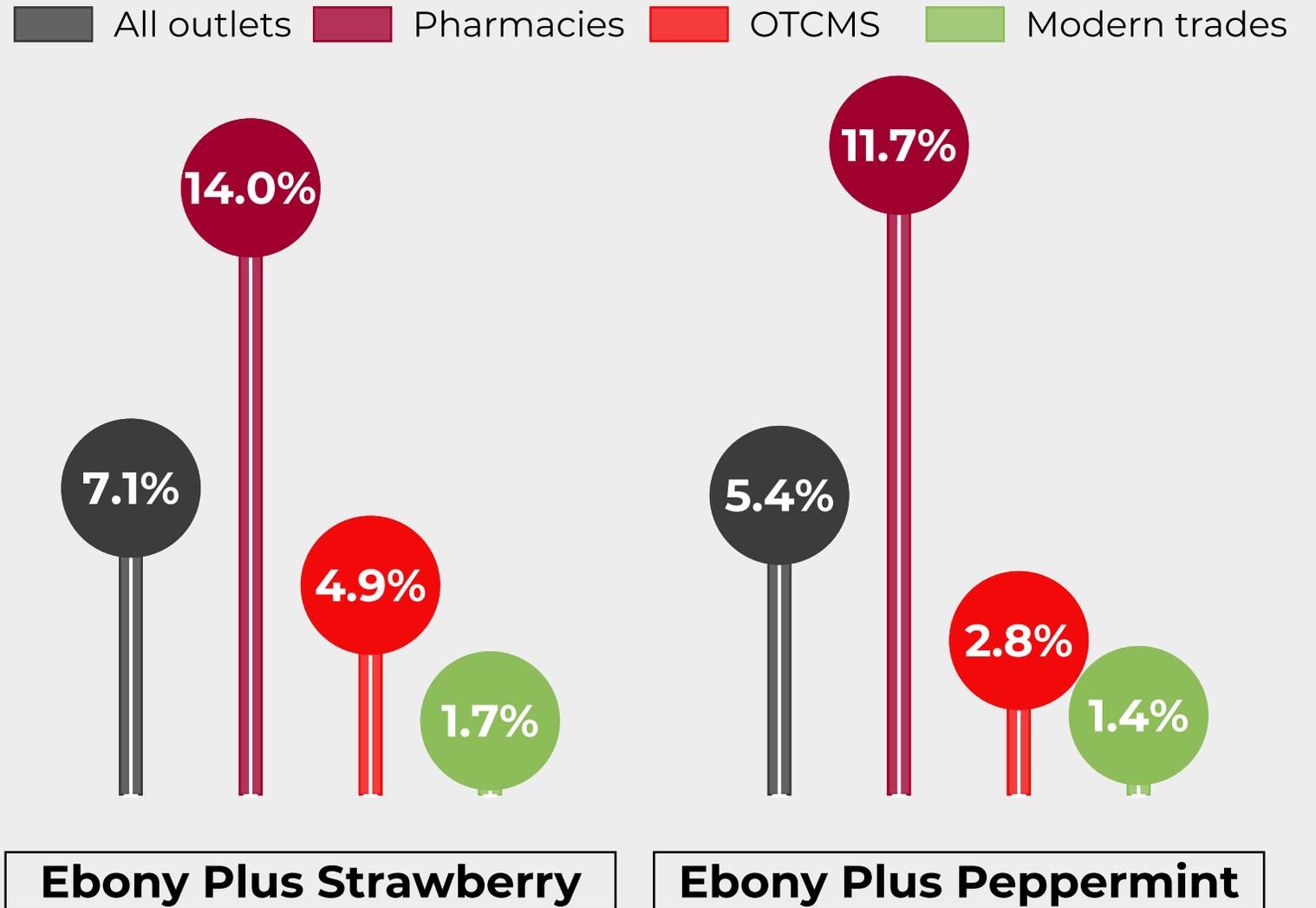
Availability of Ebony Plus by region and type of outlet



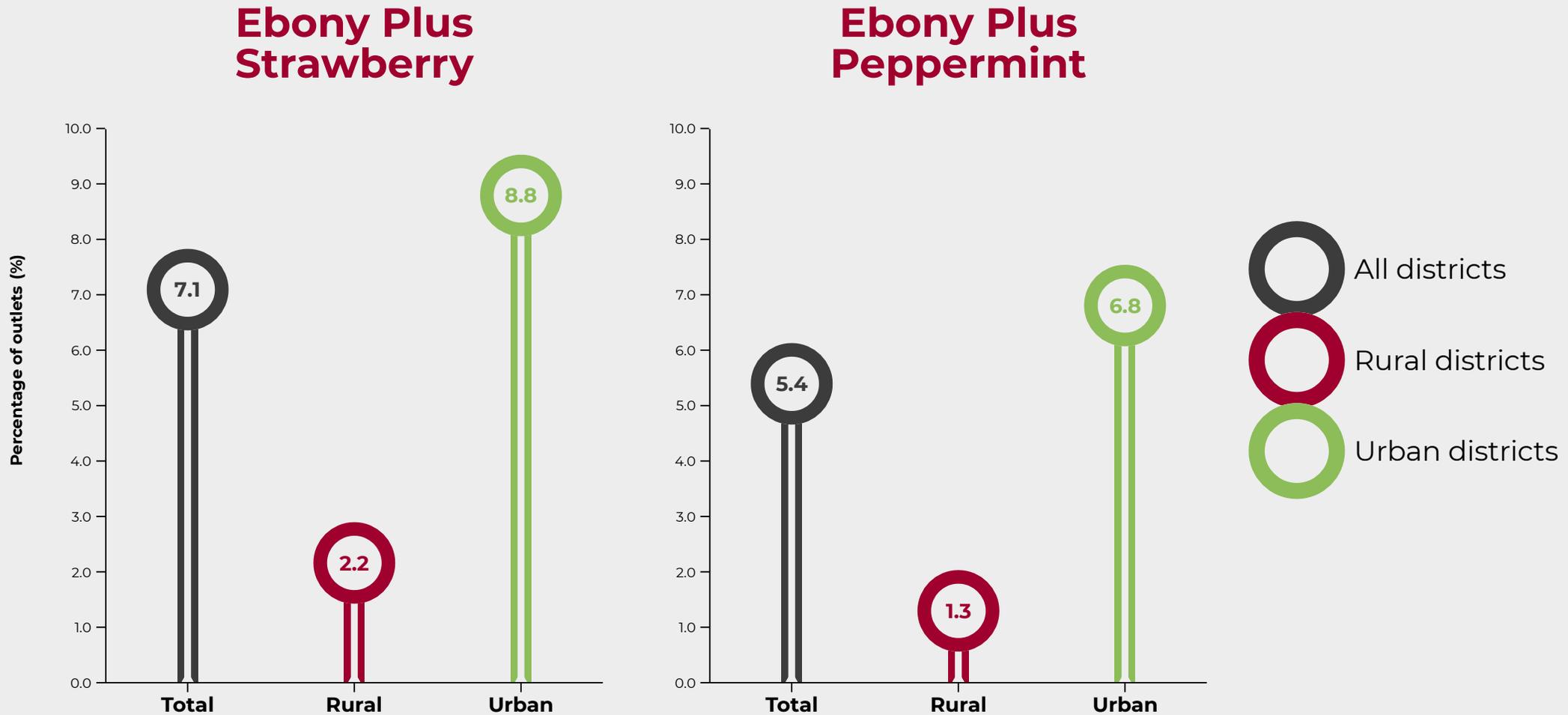
Availability of co-packed MC+L by type of outlet & district



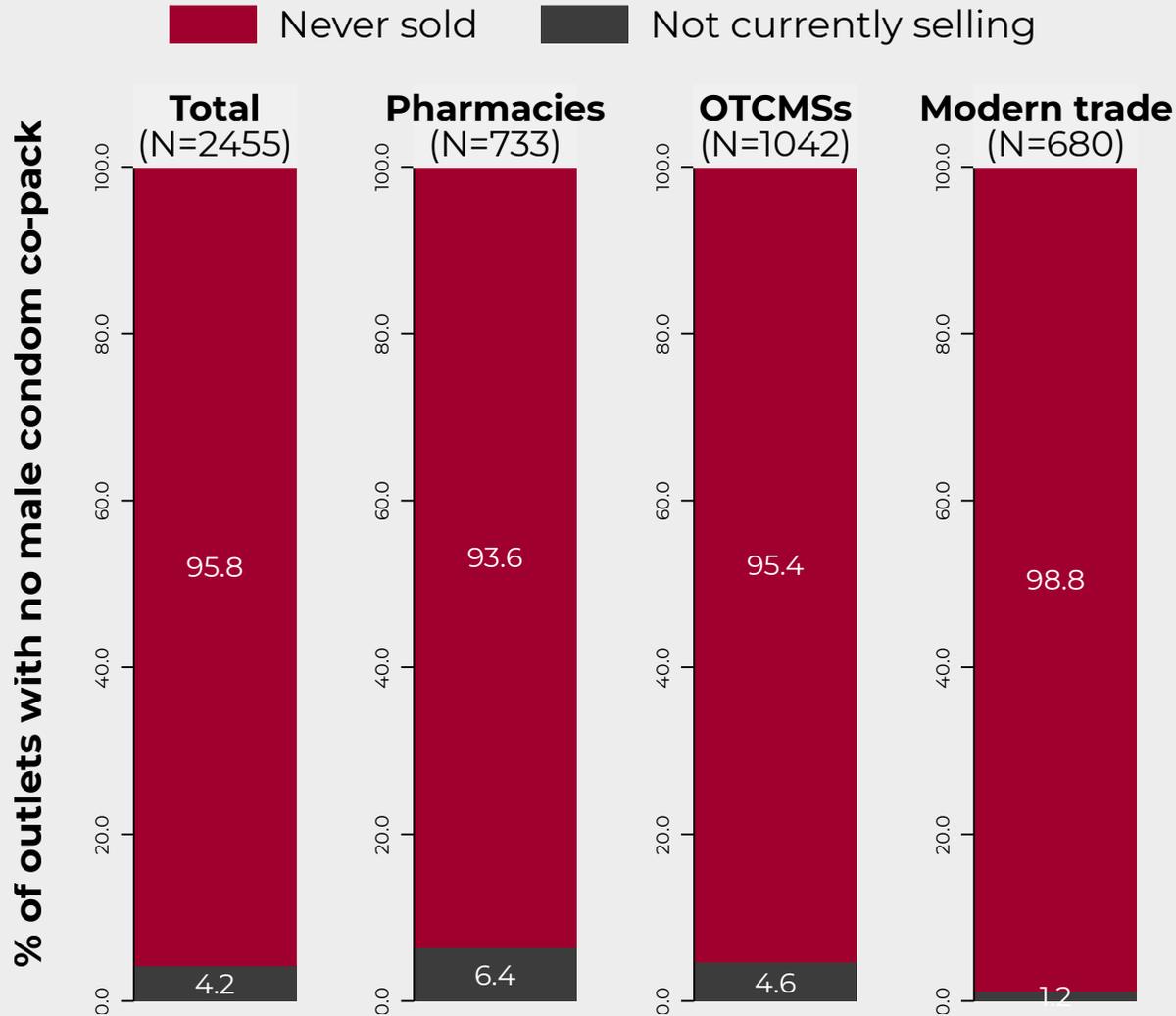
Availability of variants of Ebony Plus



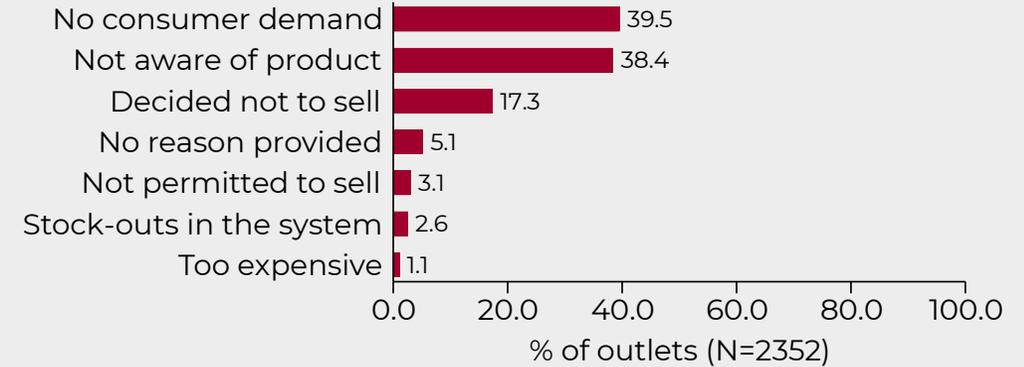
Availability of variants of Ebony Plus by type of district



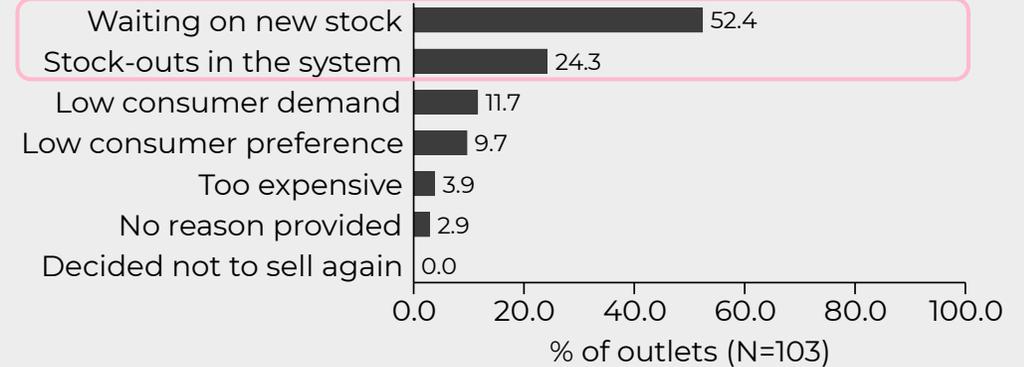
Sales history of Ebony Plus in retail outlets



Reasons for never selling



Reasons for not currently selling



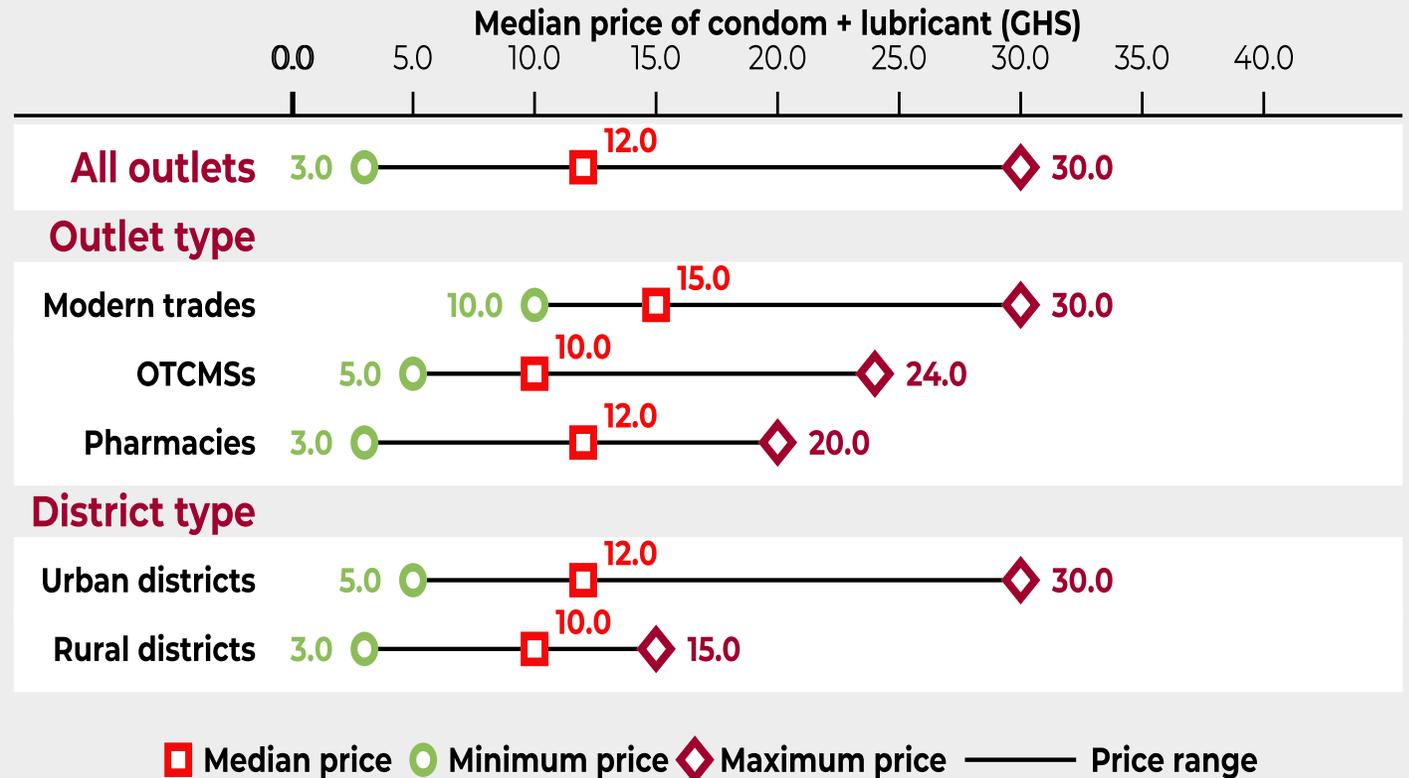
Price (GHS) profile of Ebony Plus type of outlets & district

GHS 12.00

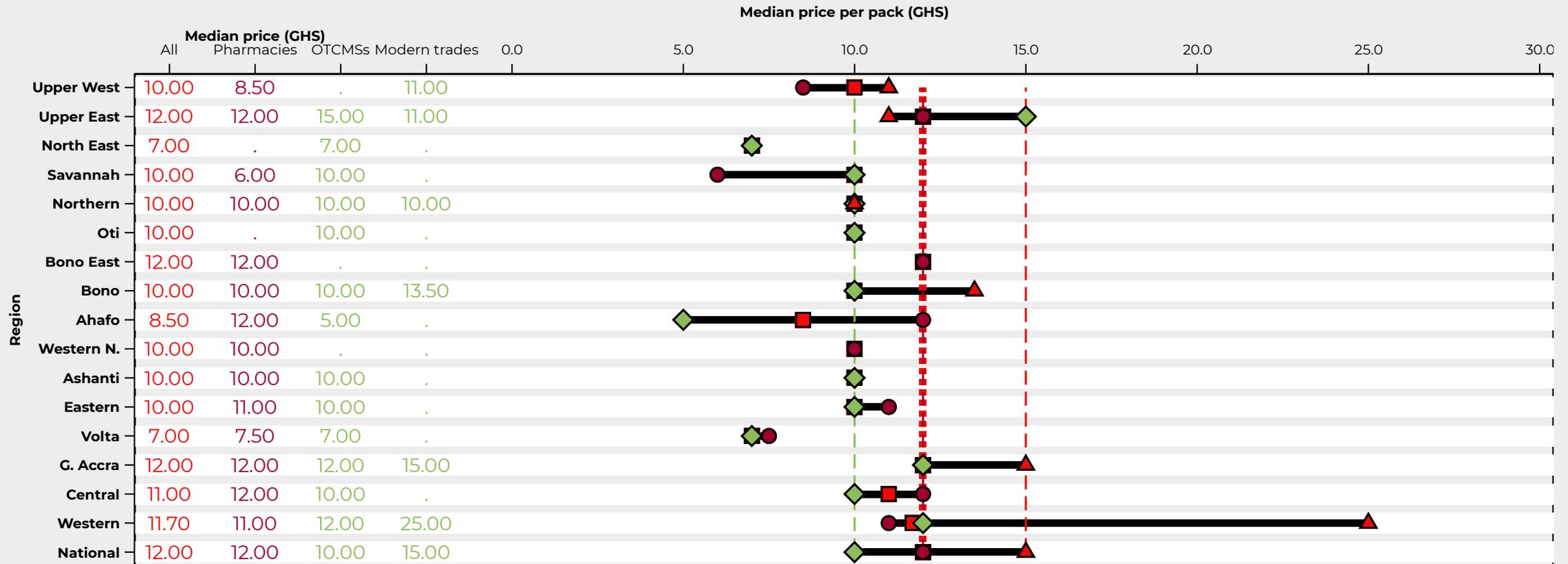
Median retail price of all brands of male condom per each across all outlets

- Pharmacies – GHS 12.00
- OTCMS – GHS 10.00
- Modern Trades – GHS 15.00

- Rural districts – GHS 10.00
- Urban districts – GHS 12.00



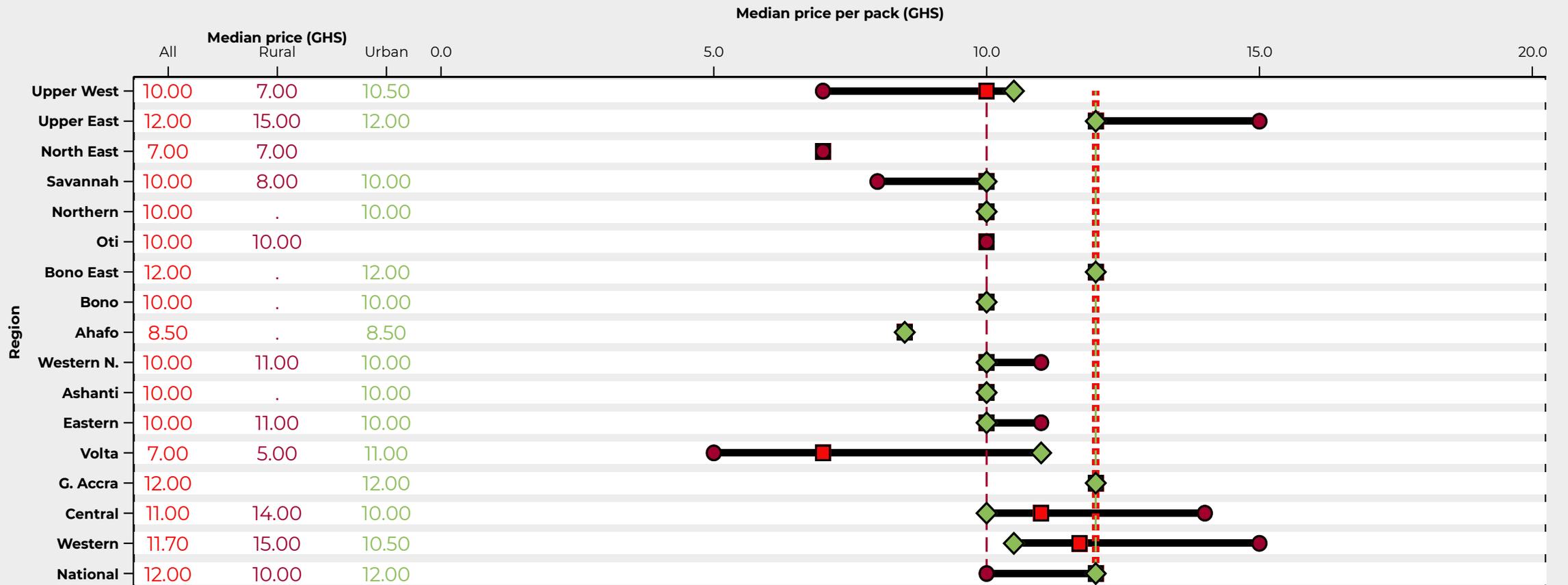
Price (GHS) of Ebony Plus by region & type of outlet



Regional median price for: ■ All outlets ● Pharmacies ◆ OTCMSs ▲ Modern trades
 National median price for: All outlets - - - Pharmacies - - - OTCMSs - . - Modern trades



Price (GHS) of Ebony Plus by region & type of district



Regional median price for: ■ All districts ● Rural districts ◆ Urban districts
National median price for: All districts - - - Rural districts - - - Urban districts

Price profile of Ebony Plus

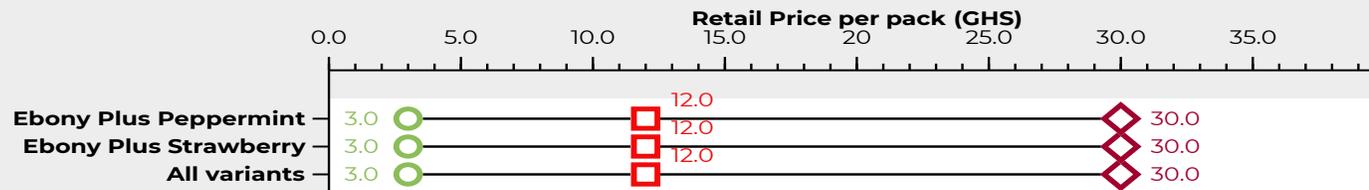
Median price

Ebony Plus: GHS 12.00

Strawberry: GHS 12.00

Peppermint: GHS 12.00

All outlets



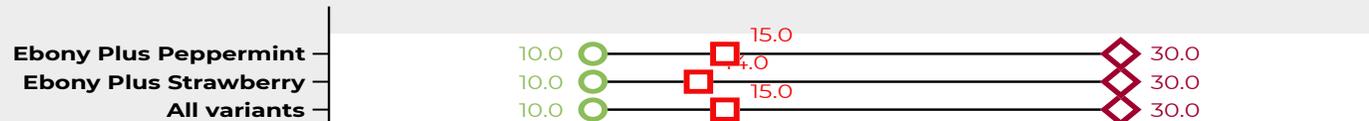
Pharmacies



OTCMSs



Modern trades



Rural districts



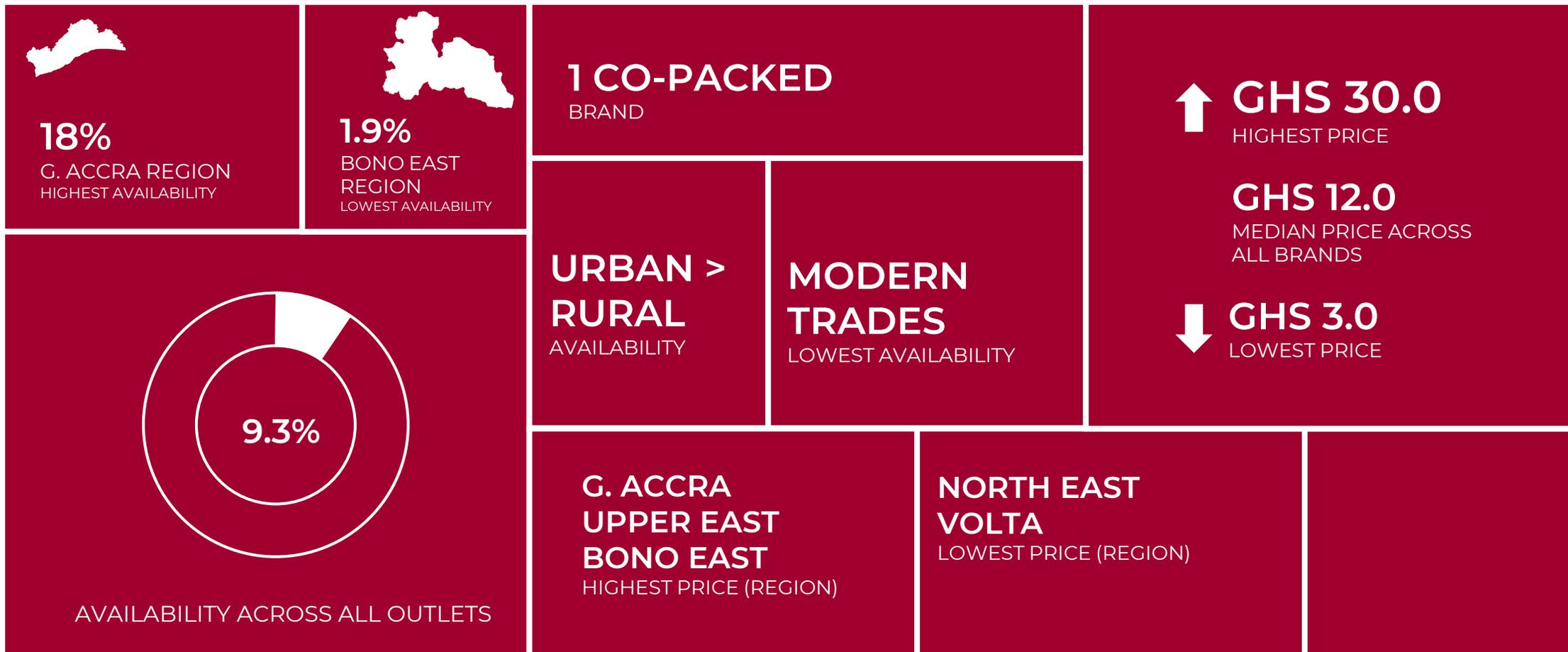
Urban districts



□ Median price
 ○ Minimum price
 ◇ Maximum price
 — Price range



Key findings – Ebony Plus (co-packed male condoms + lubricants)





05. Female Condoms

Family Planning product



Female condom Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

SAMPLED RETAIL
OUTLETS

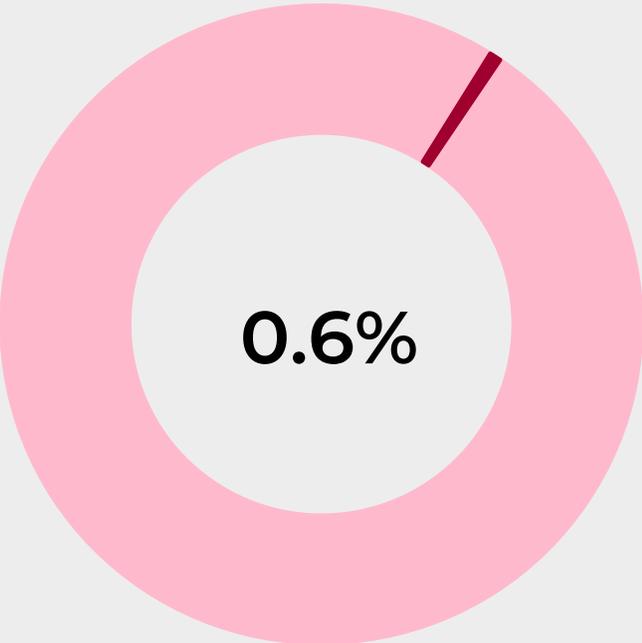
Per Pack

COST ANALYSIS UNIT
OF MEASUREMENT



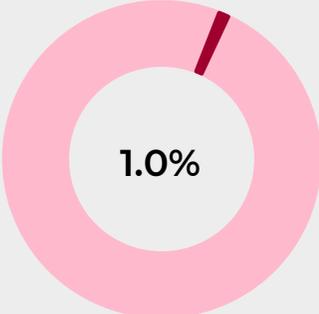
Availability of female condoms by type of outlet & region

All surveyed retail outlets

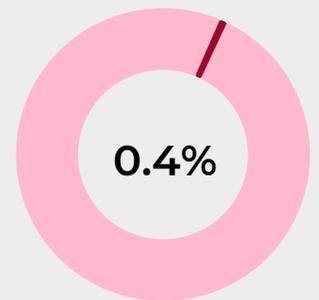


Not available Available

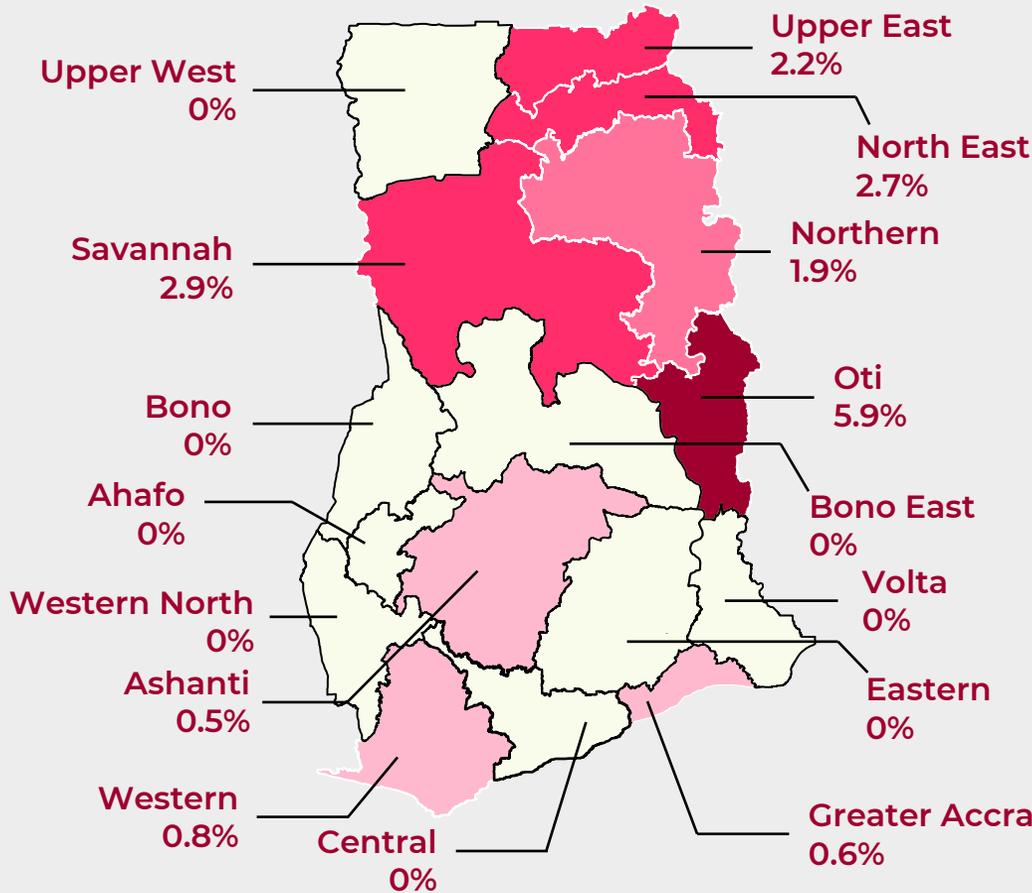
Pharmacies



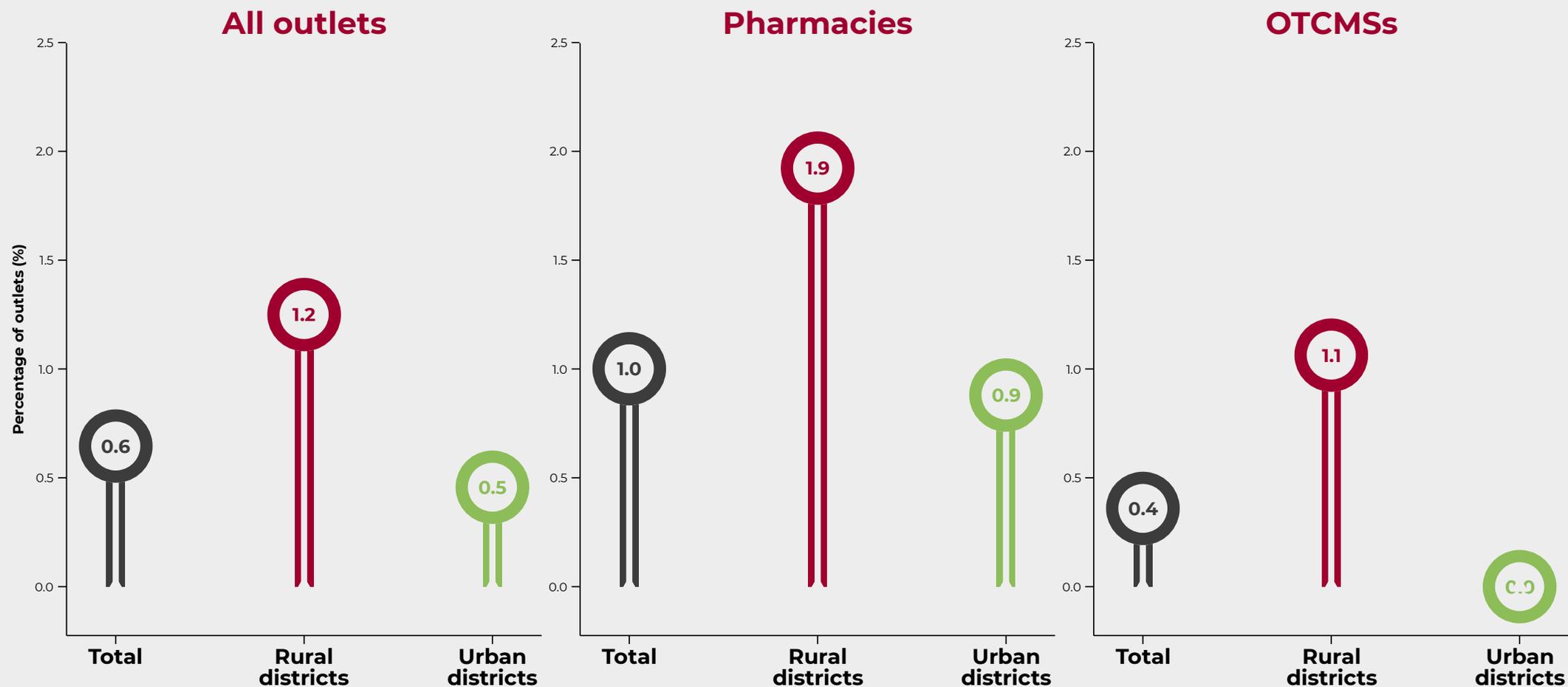
OTCMSs



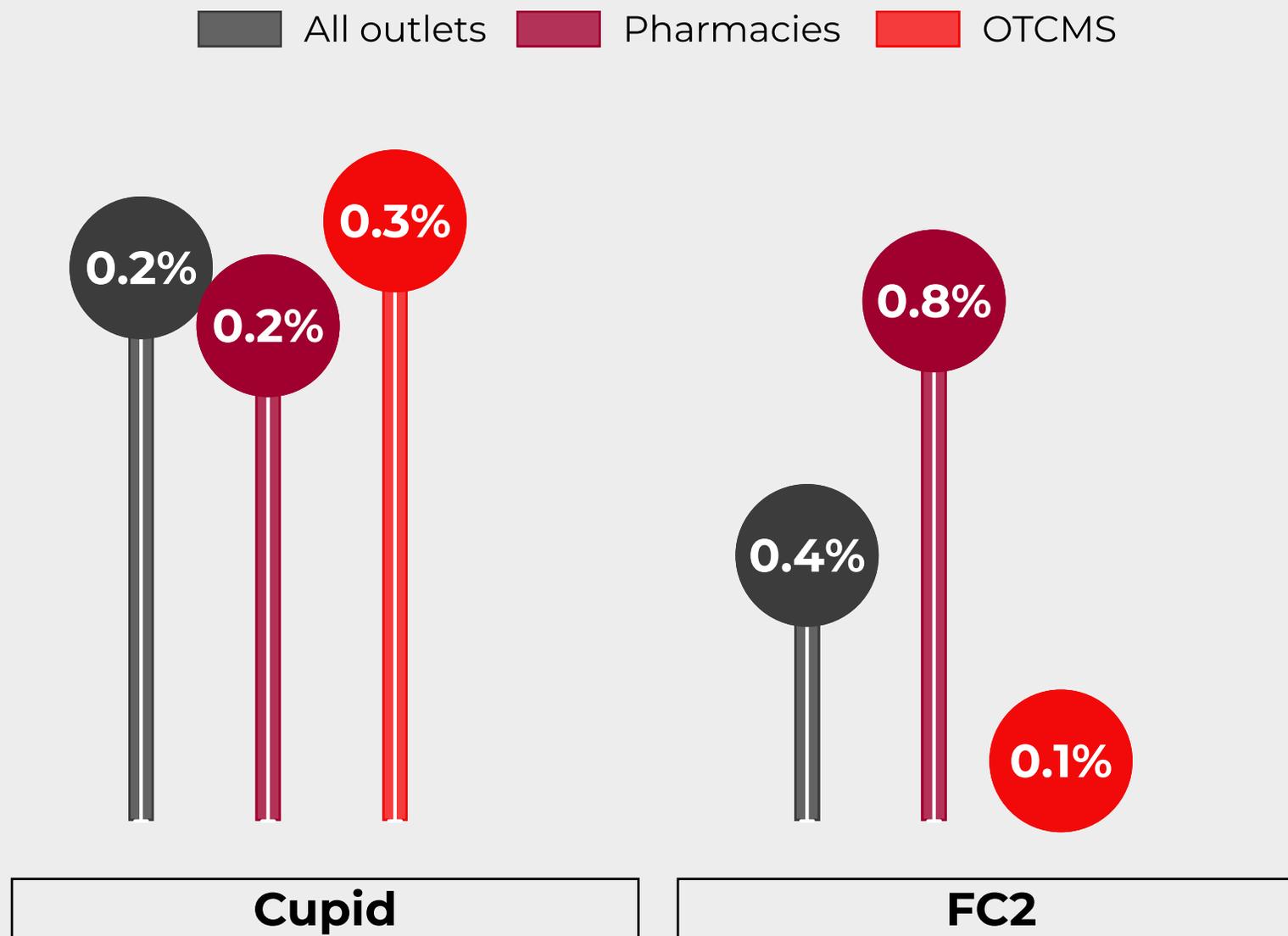
Regional estimates



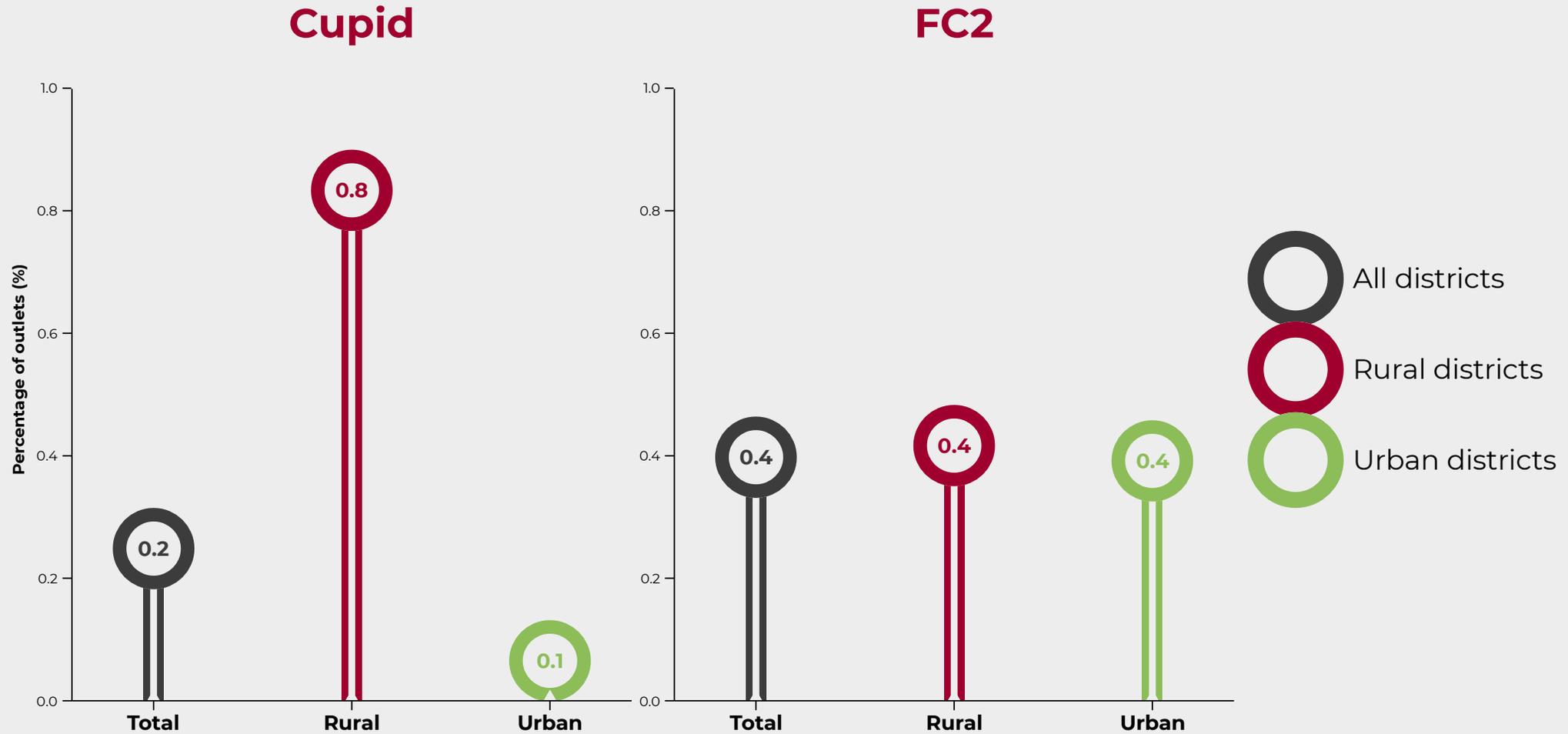
Availability of female condoms by type of outlet & district



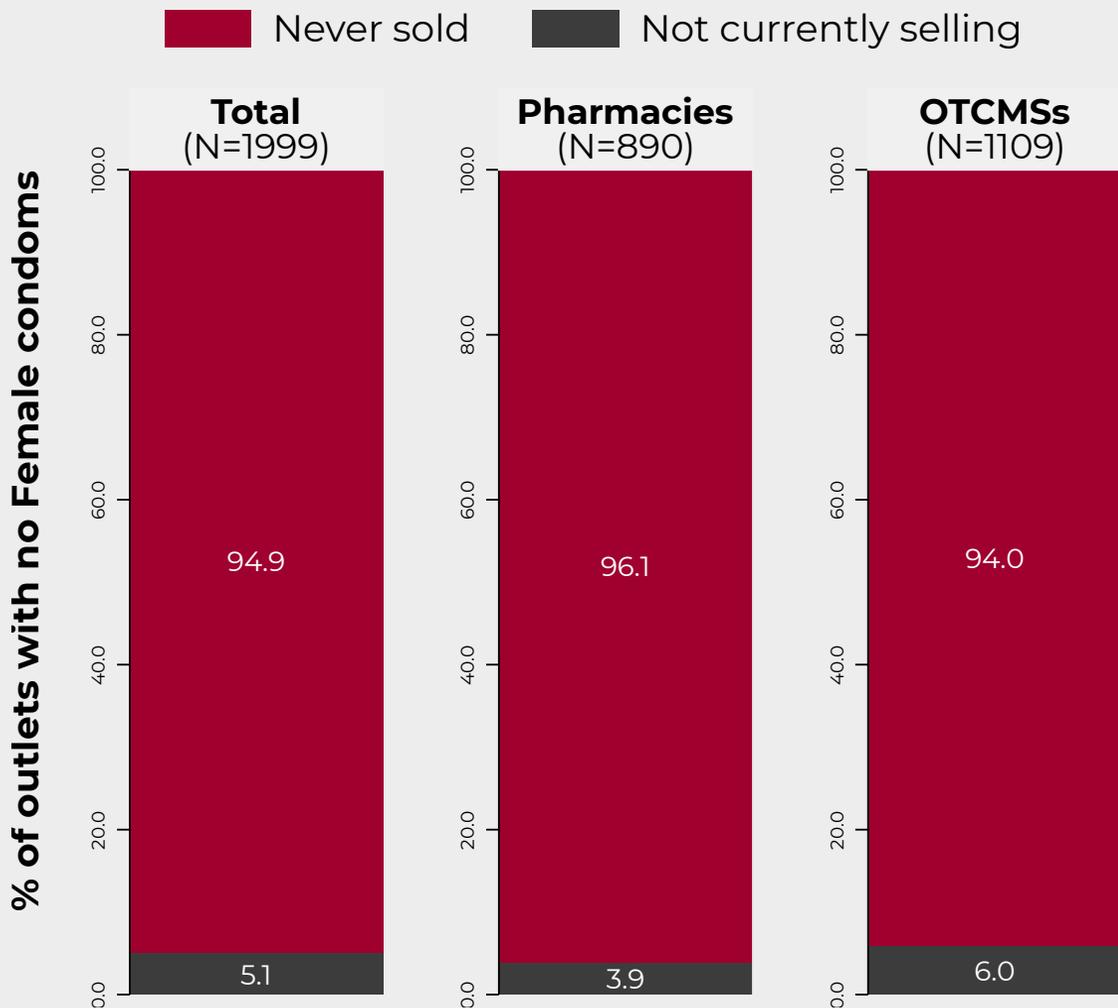
Availability of major brands of female condoms by type of outlet



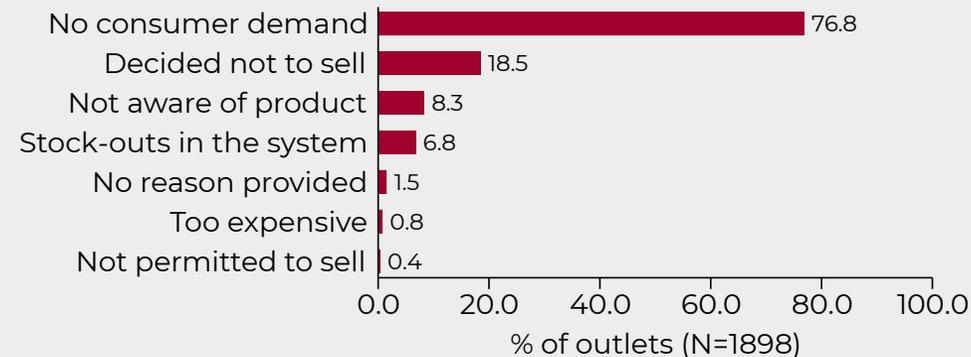
Availability of brands of female condoms by type of district



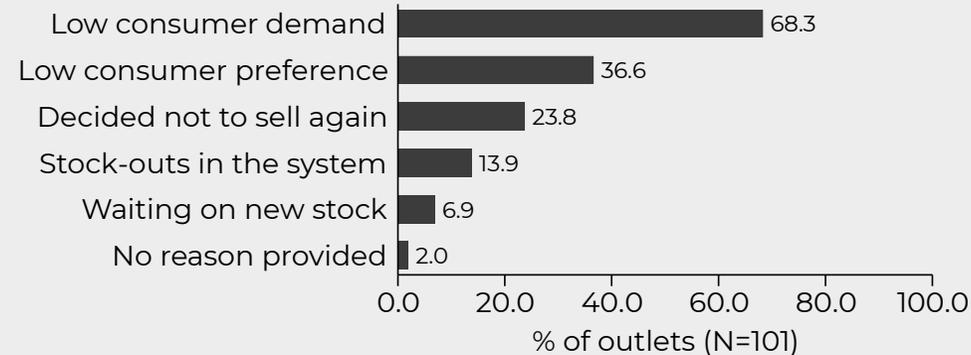
Sales history of female condoms in retail outlets



Reasons for never selling



Reasons for not currently selling

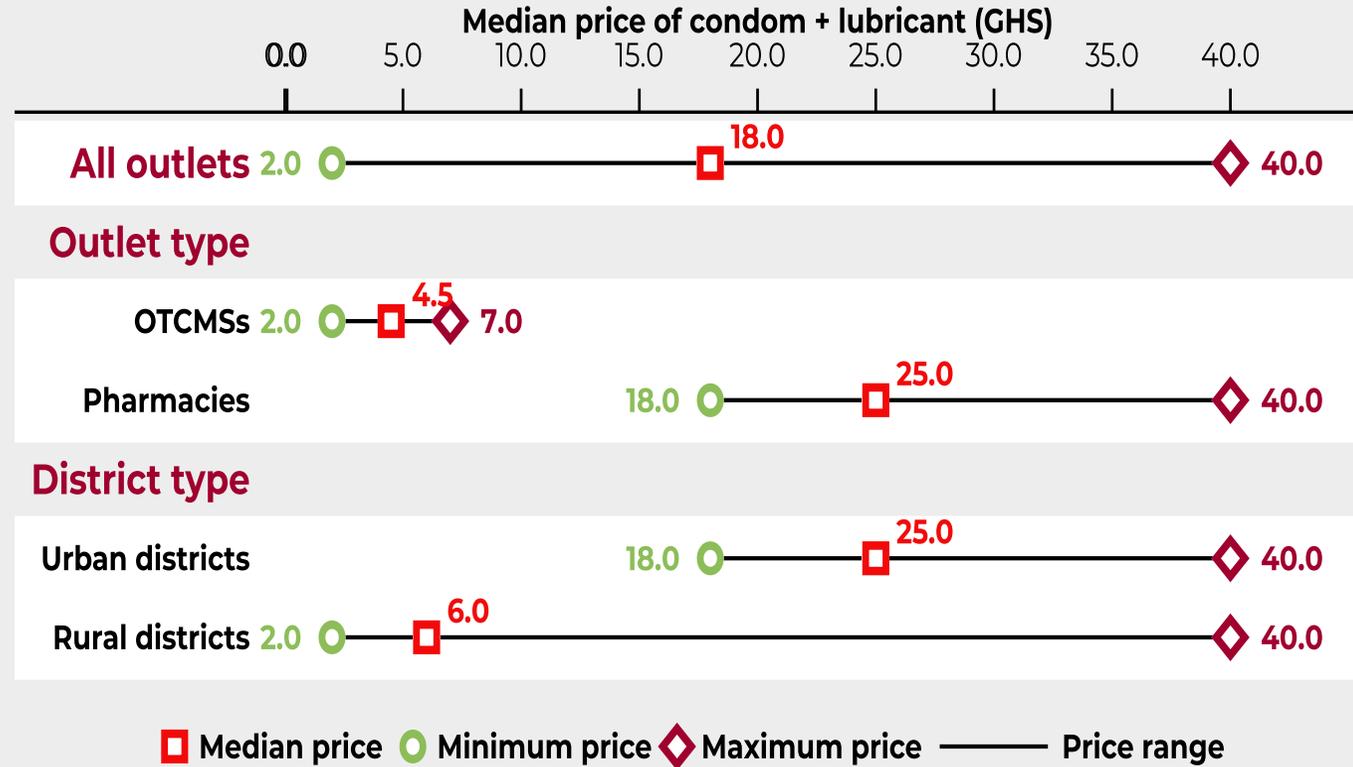


Price (GHS) profile of female condom by type of outlet & district

GHS 18.00

Median retail price of all brands of female condom across all outlets

- Pharmacies – GHS 25.00
- OTCMs – GHS 25.00
- Rural districts – GHS 6.00
- Urban districts – GHS 25.00



Price profile of brands of female condoms by type of outlet & district

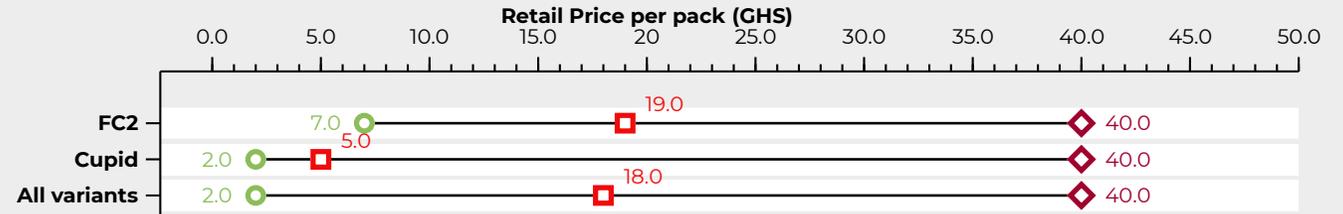
GHS 18.00

Median price

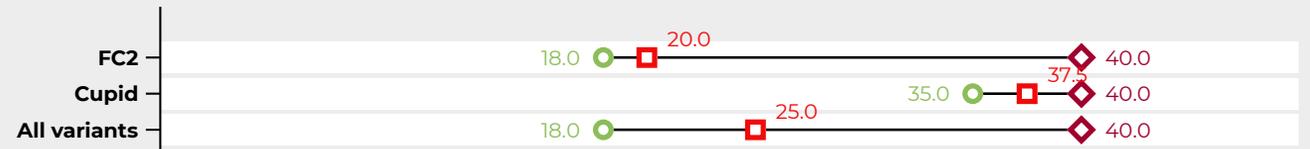
FC2: GHS 19.00

Cupid: GHS 5.00

All outlets



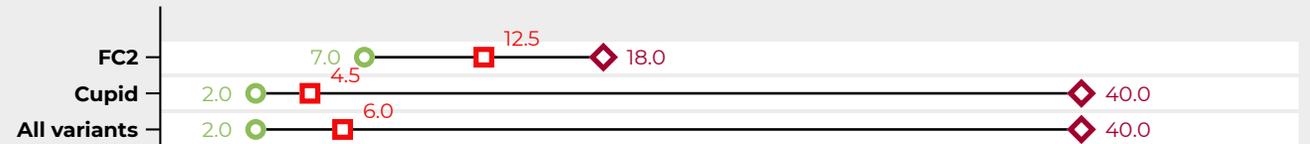
Pharmacies



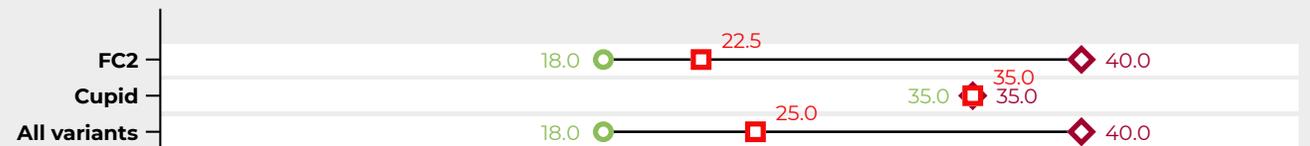
OTCMs



Rural districts



Urban districts

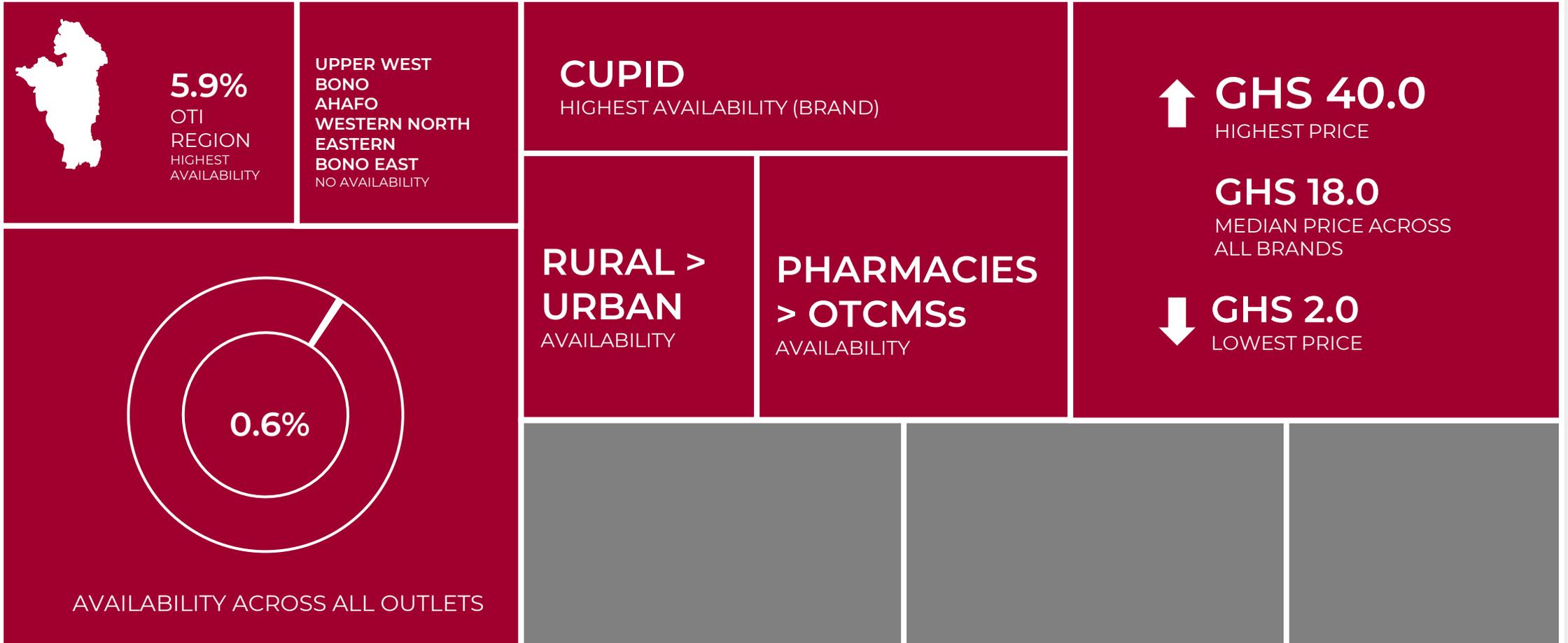


■ Median price
 ○ Minimum price
 ◆ Maximum price
 — Price range





Key findings – Female condoms





06. Implants

Family Planning product



Implants Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

SAMPLED RETAIL
OUTLETS

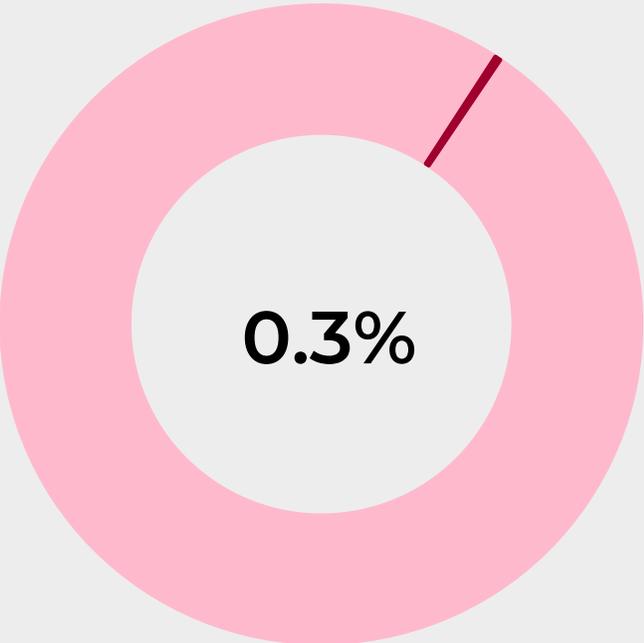
Per Implant

COST ANALYSIS UNIT
OF MEASUREMENT



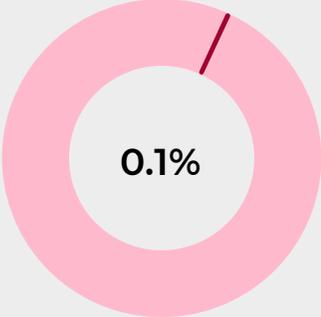
Availability of implants by type of outlet & region

All surveyed retail outlets

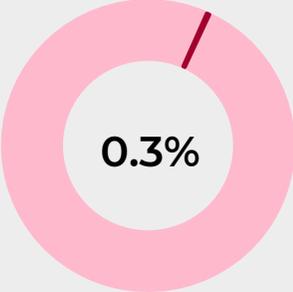


■ Not available ■ Available

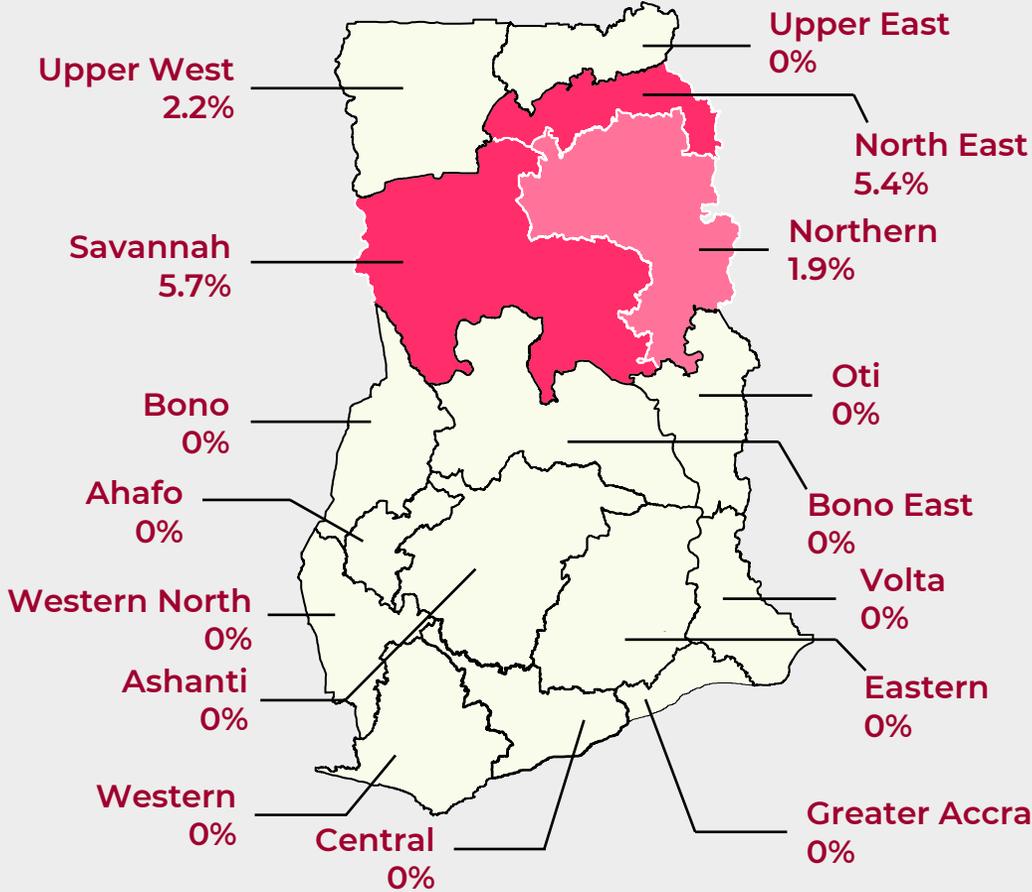
Pharmacies



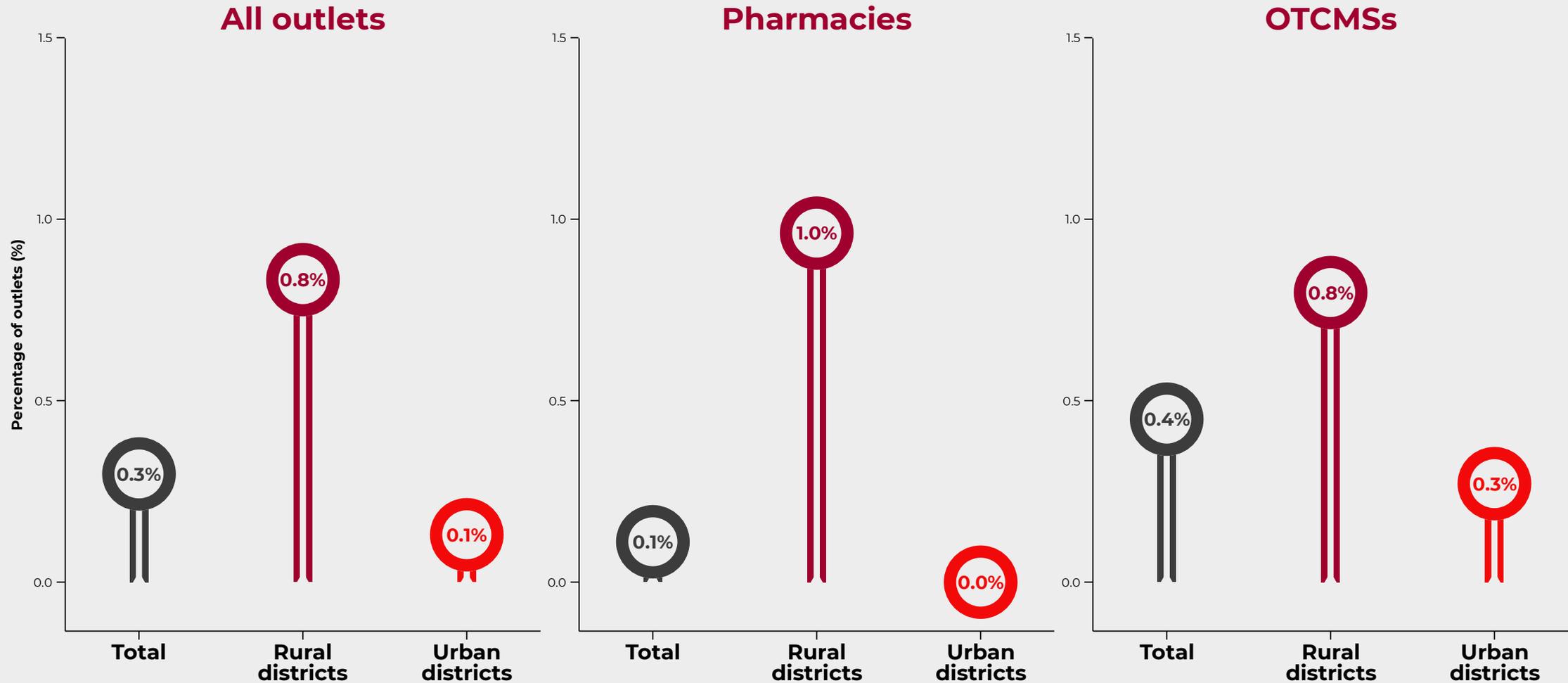
OTCMSs



Regional estimates



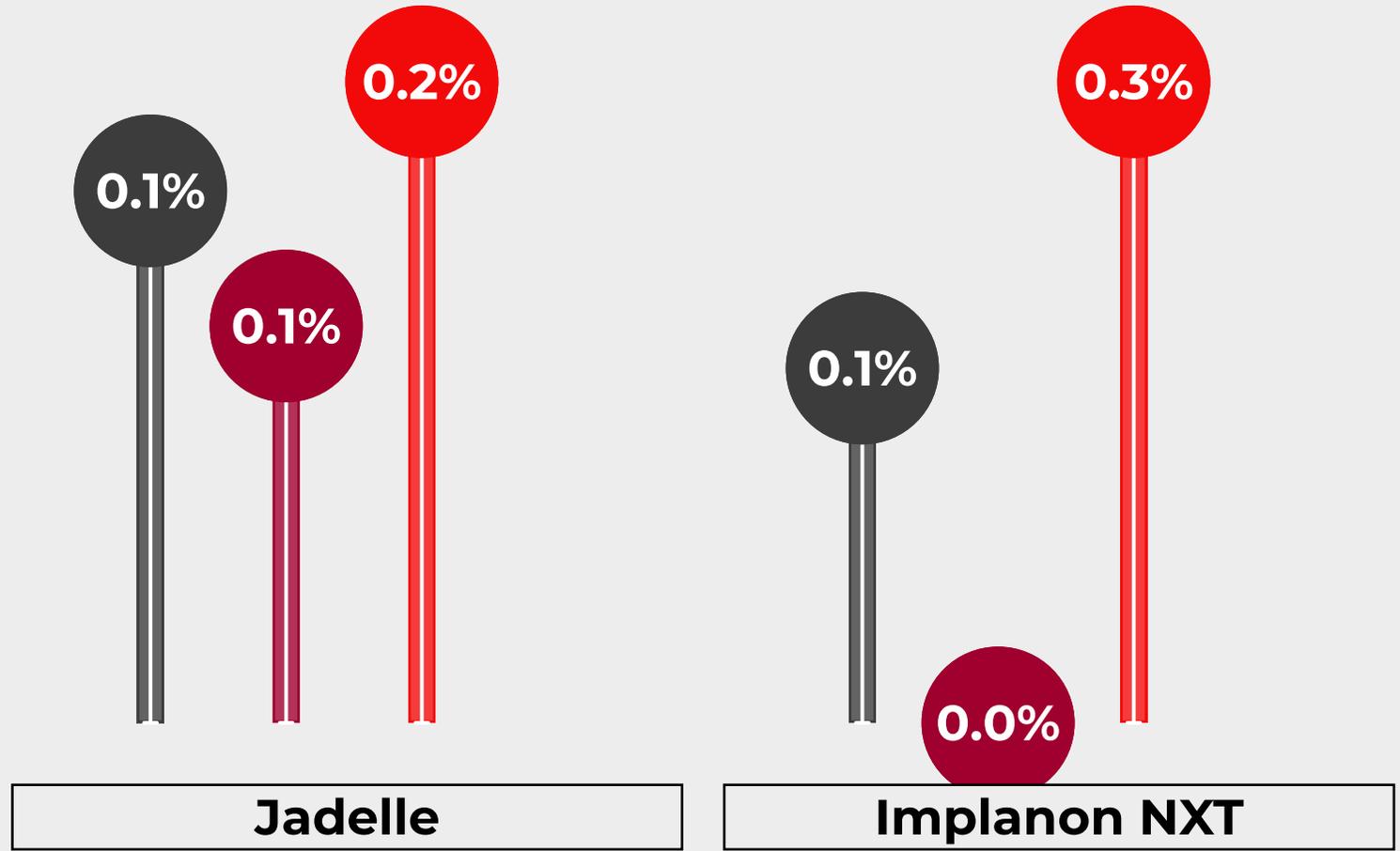
Availability of implants by type of outlet & district



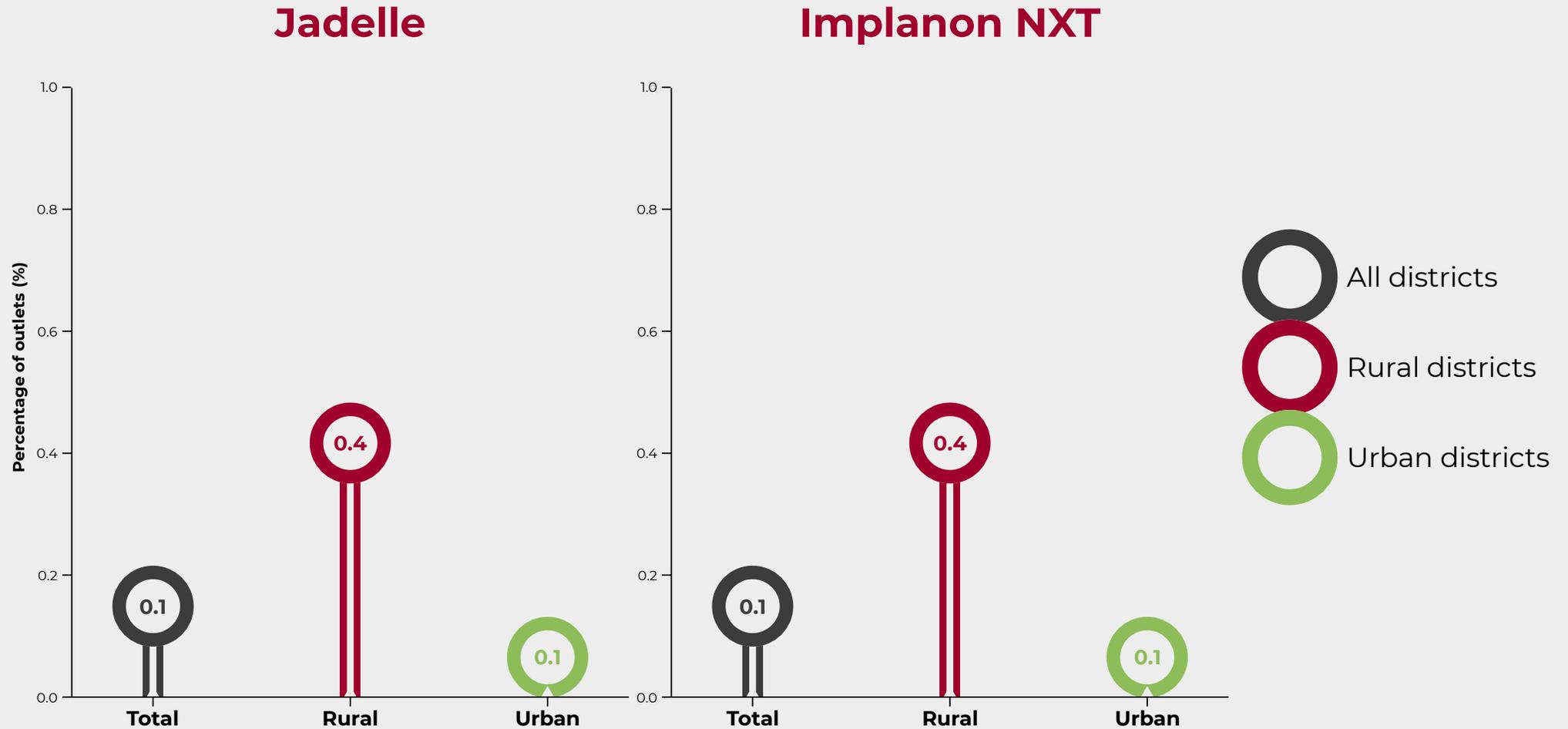


■ All outlets ■ Pharmacies ■ OTCMS

Availability of major brands of implant by type of outlet

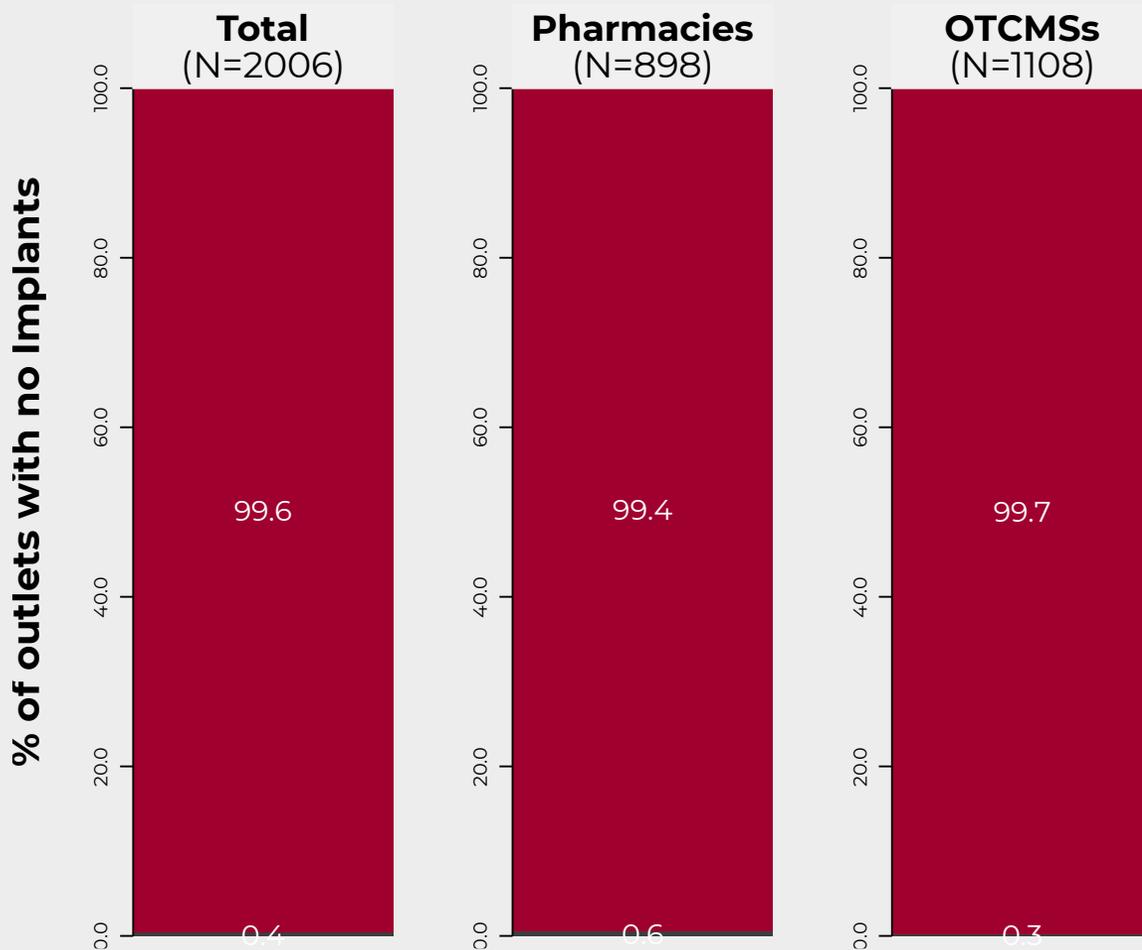


Availability of brands of implants by type of district

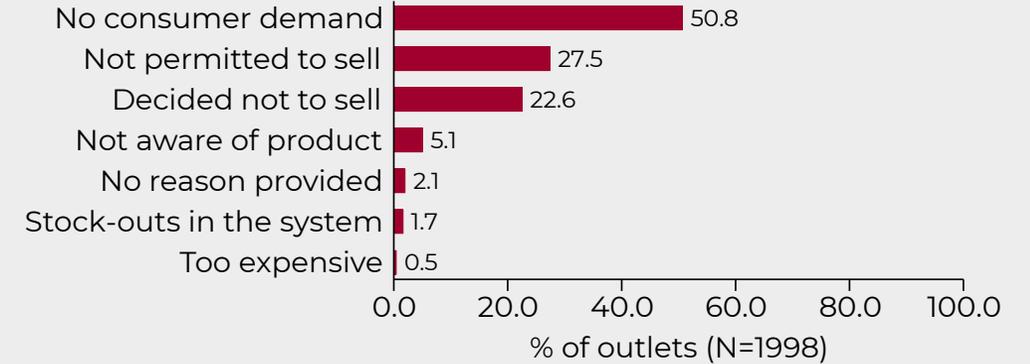


Sales history of implants retail outlets

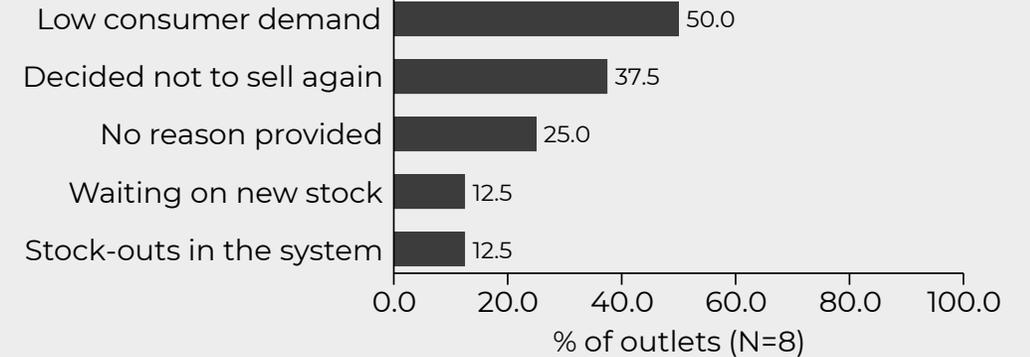
■ Never sold
 ■ Not currently selling



Reasons for never selling



Reasons for not currently selling

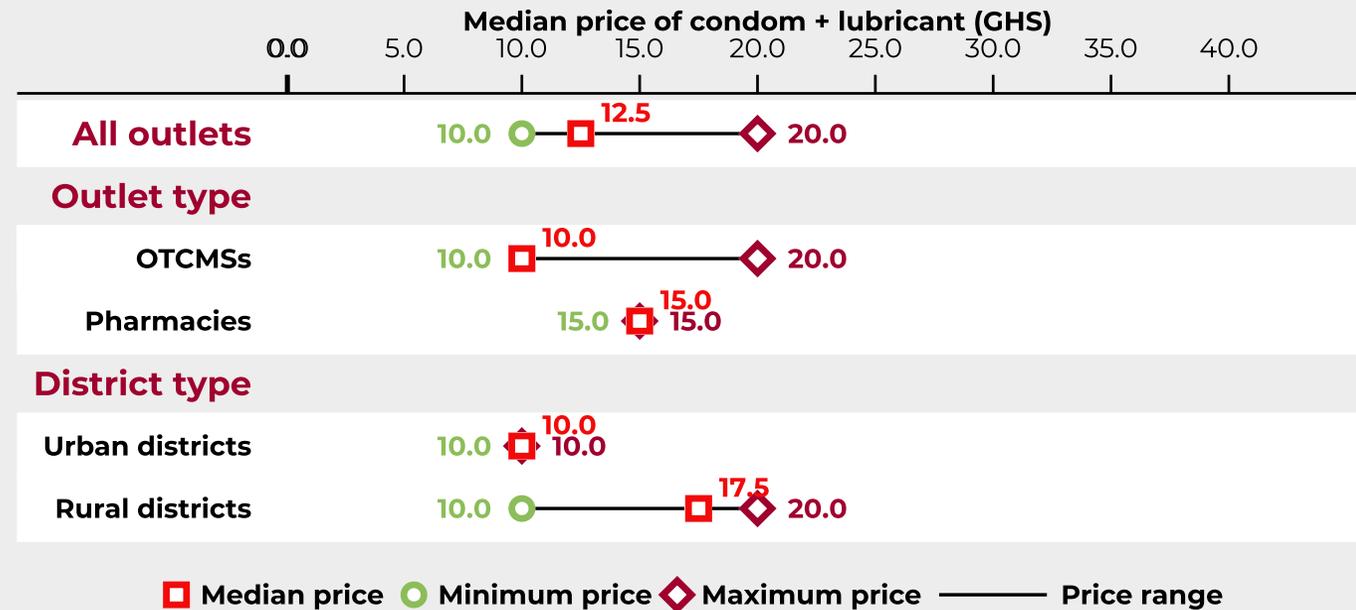


Price (GHS) profile of implants type of outlet & district

GHS 12.50

Median retail price of all brands of implants across all outlets

- Pharmacies – GHS 15.00
- OTCMs – GHS 10.00
- Rural districts – GHS 17.50
- Urban districts – GHS 10.00

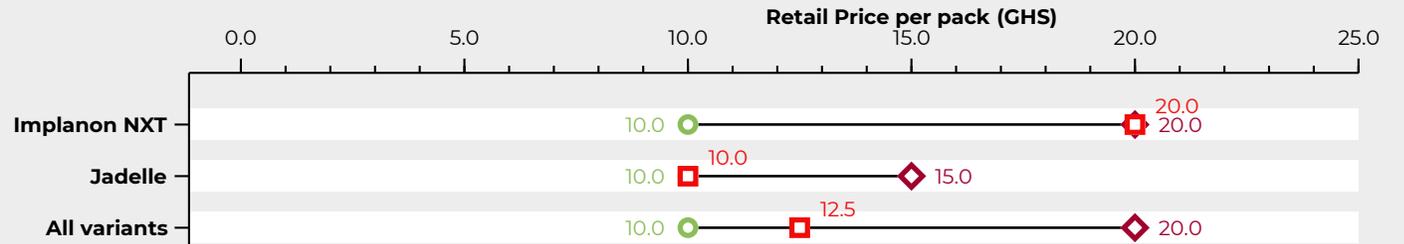


Price profile of brands of implants by type of outlet & district

GHS 12.50
Median price

Jadelle: GHS 10.00
Implanon NXT: GHS 20.00

All outlets



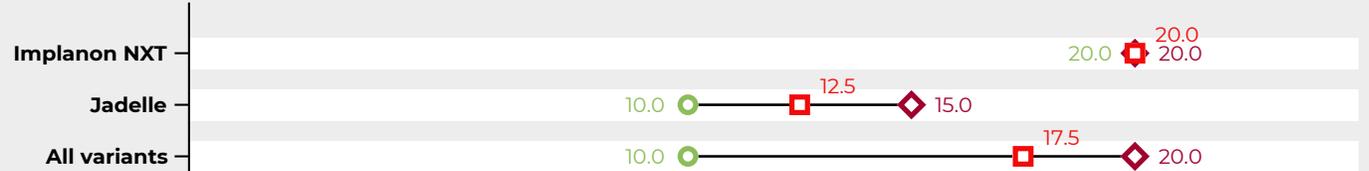
Pharmacies



OTCMSs



Rural districts



Urban districts



■ Median price
 ● Minimum price
 ◆ Maximum price
 — Price range



Key findings - Implants





07. Intrauterine Devices (IUDs)

Family Planning product



Intrauterine Device (IUD) Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

SAMPLED RETAIL
OUTLETS

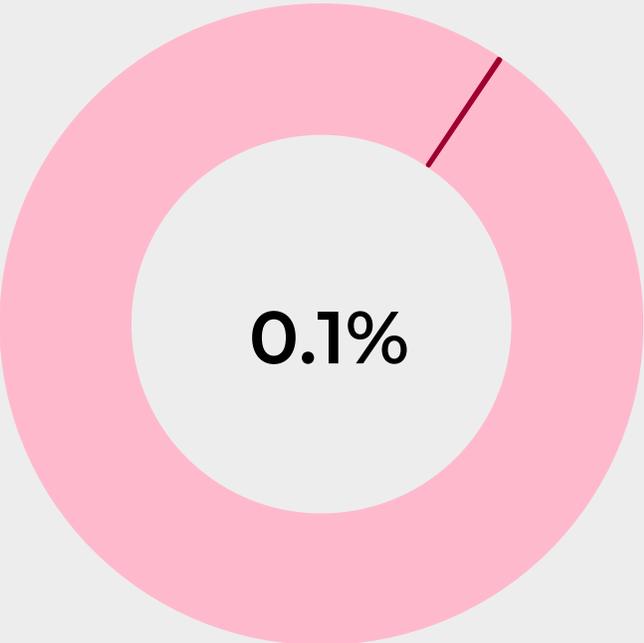
Per IUD

COST ANALYSIS UNIT
OF MEASUREMENT

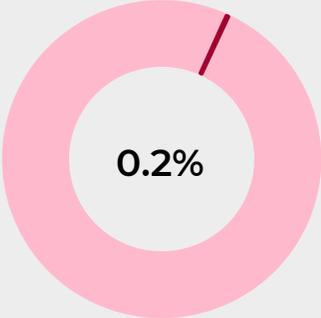


Availability of IUD by type of outlet & region

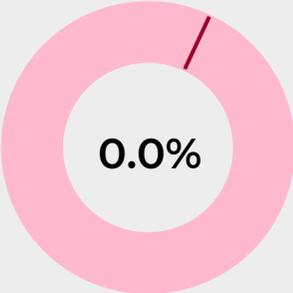
All surveyed retail outlets



Pharmacies

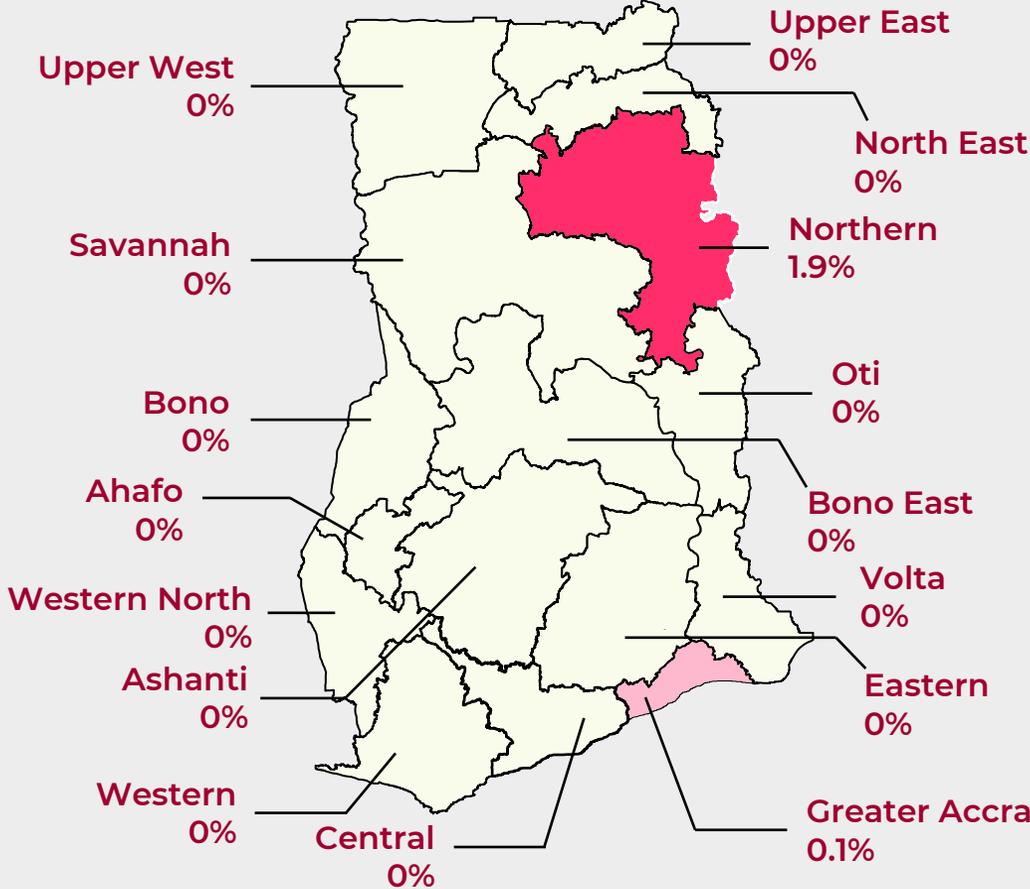


OTCMSSs

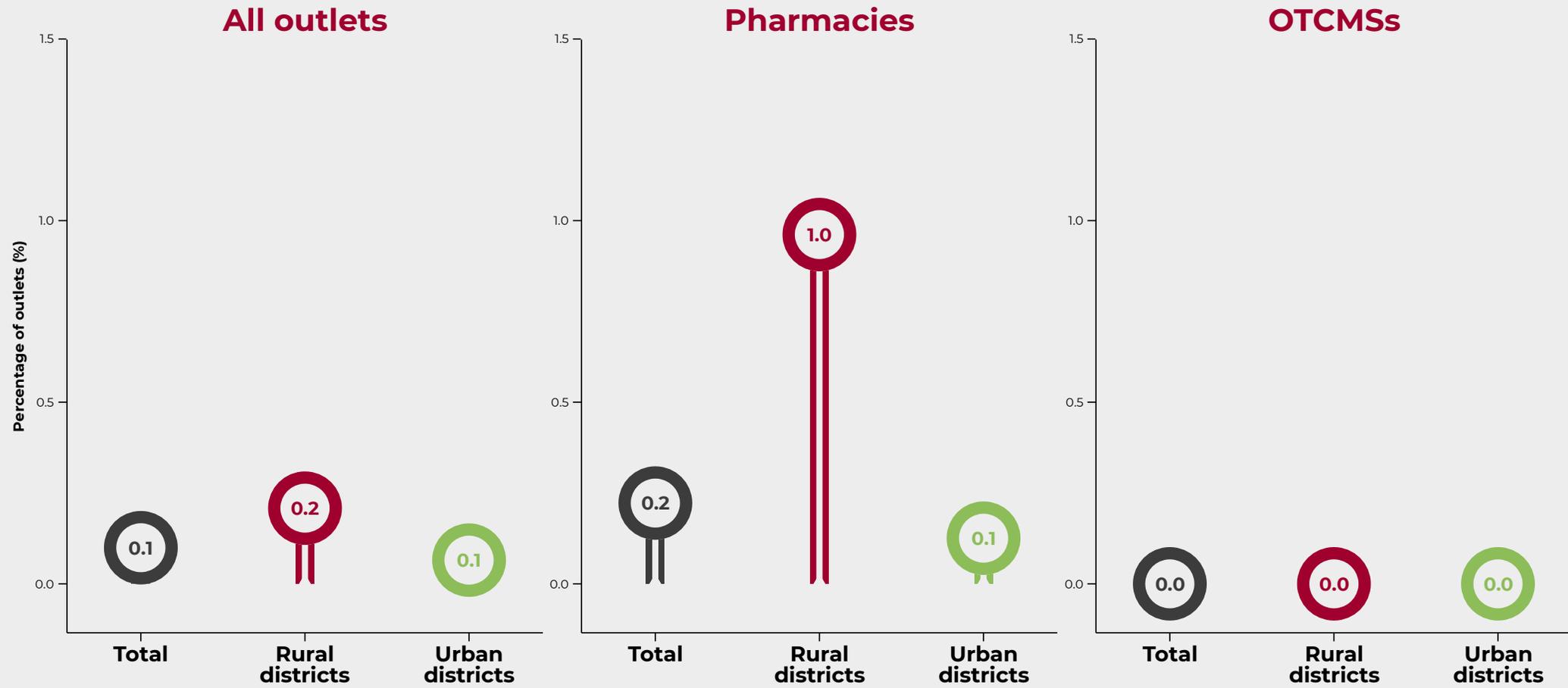


■ Not available ■ Available

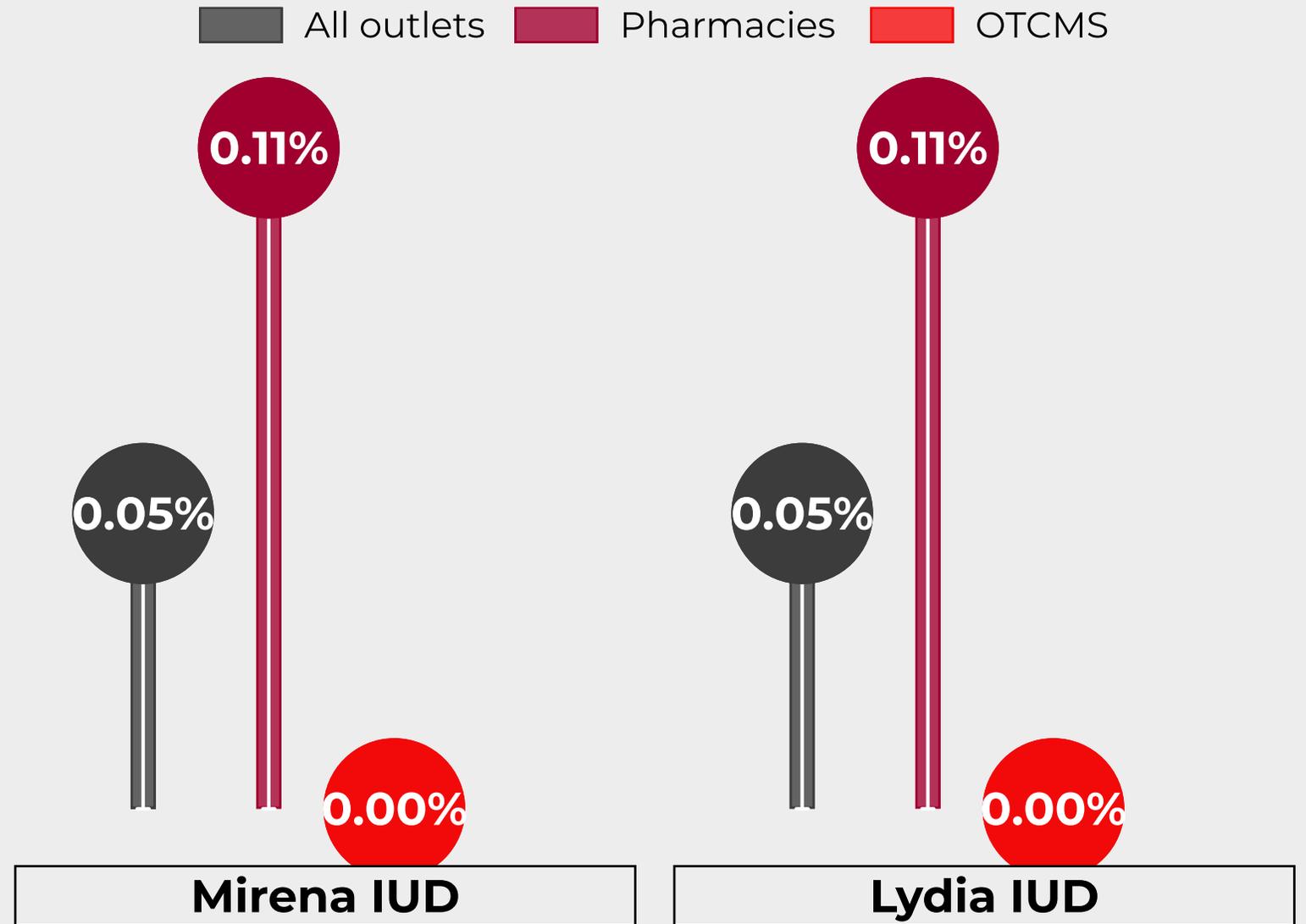
Regional estimates



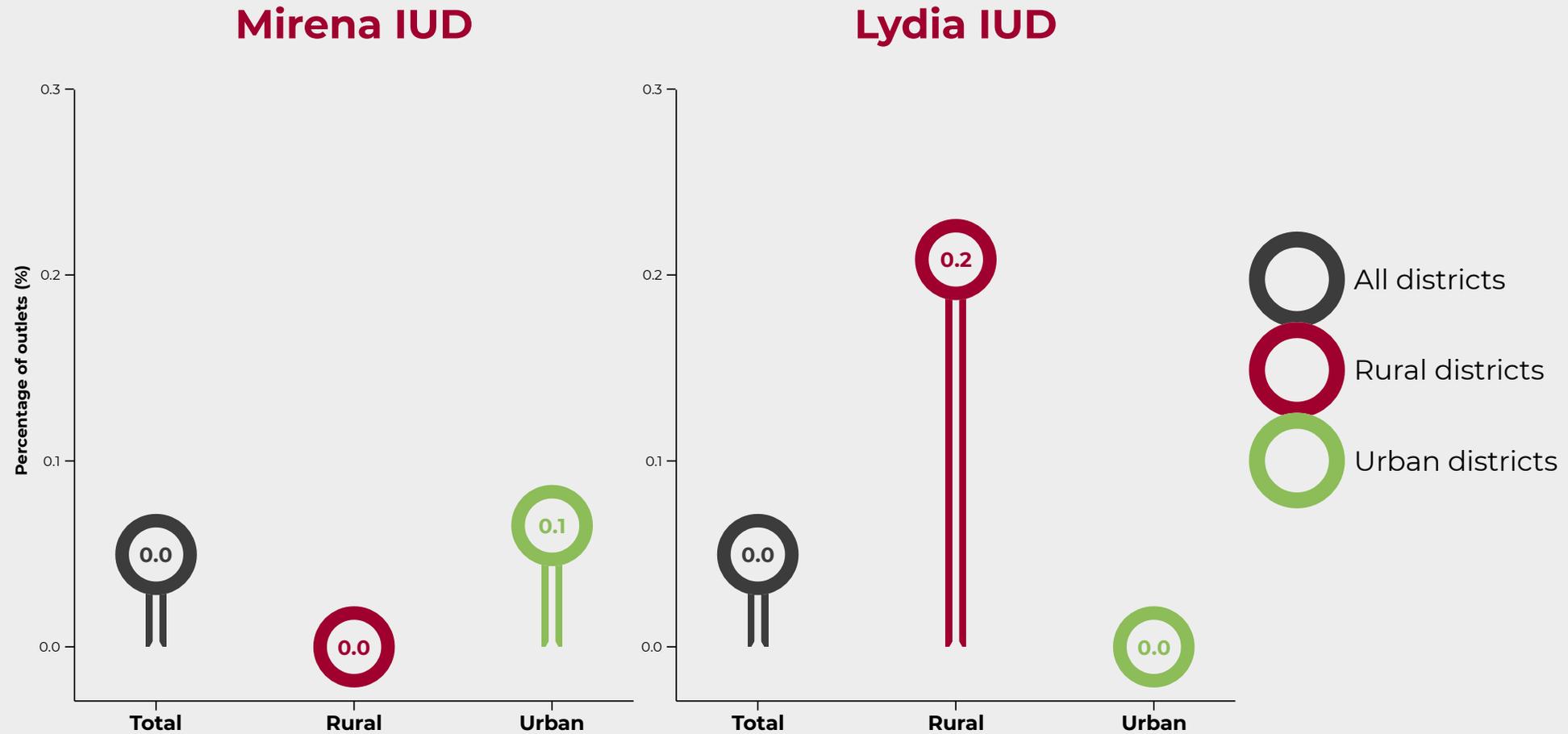
Availability of IUD by type of outlet & district



Availability of major brands of IUD by type of outlet

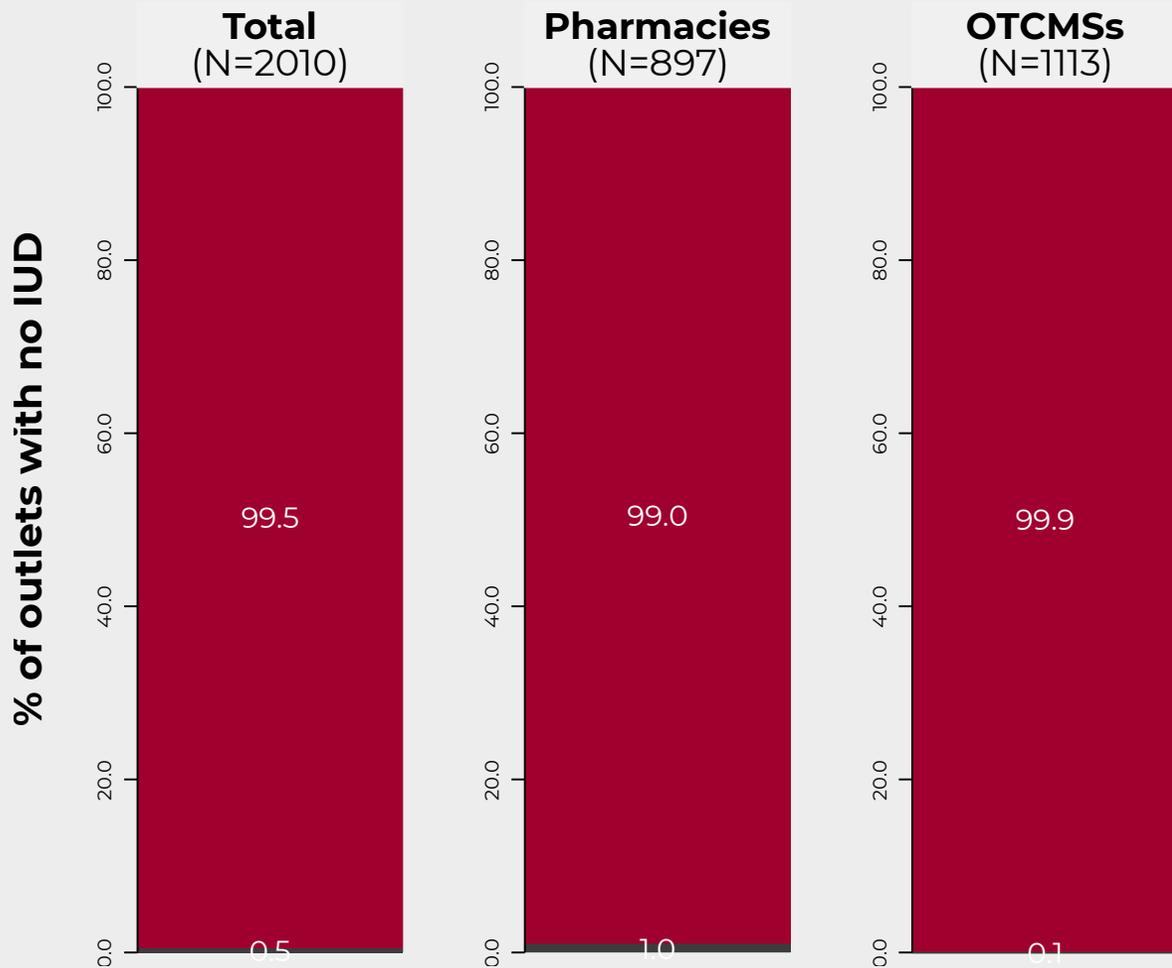


Availability of brands of IUDs by type of district

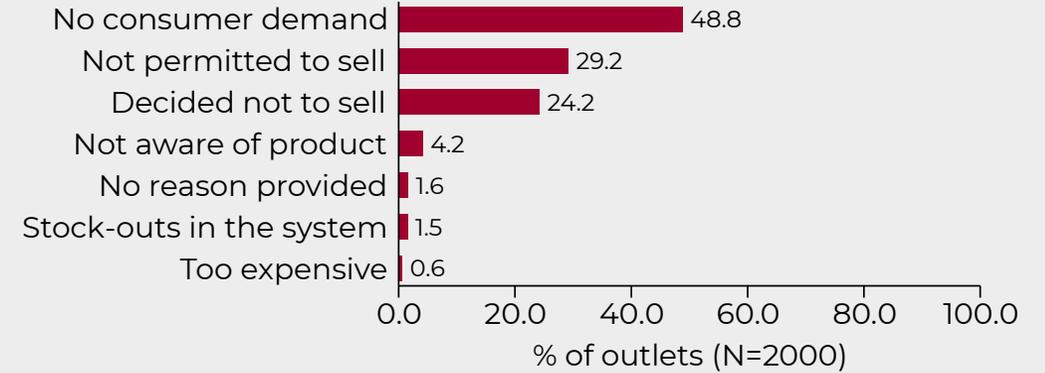


Sales history of IUD in retail outlets

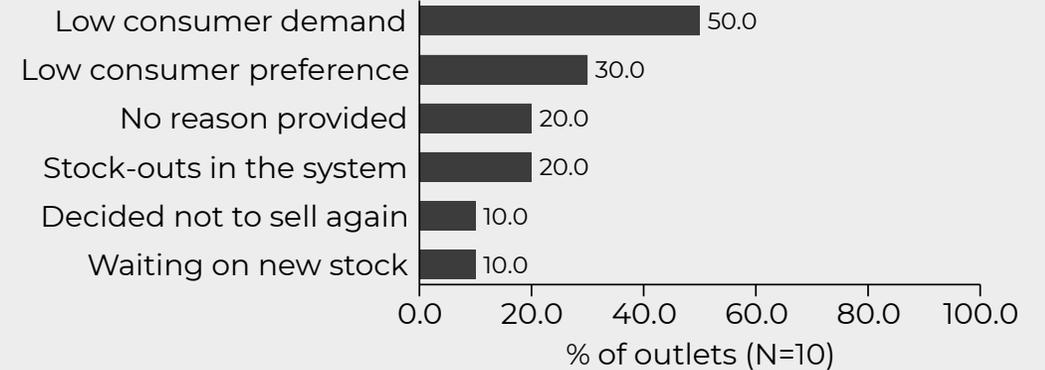
■ Never sold
 ■ Not currently selling



Reasons for never selling



Reasons for not currently selling





Price (GHS) profile of IUD in retail outlets

Each brand available in only 1 outlet

Mirena IUD
GHS 2,513.00

Lydia IUD
GHS 12.00

Key findings - IUD





08. Injectables

Family Planning product



Injectable Contraceptives Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

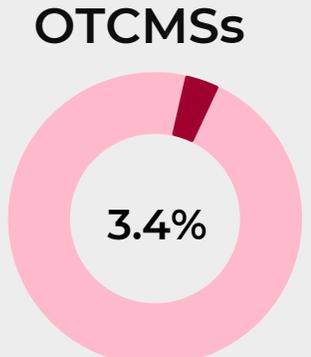
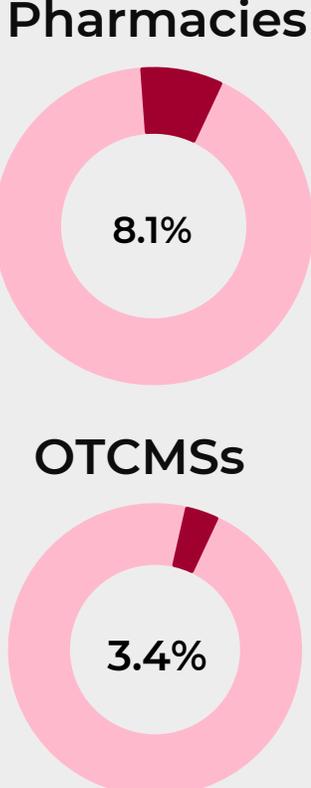
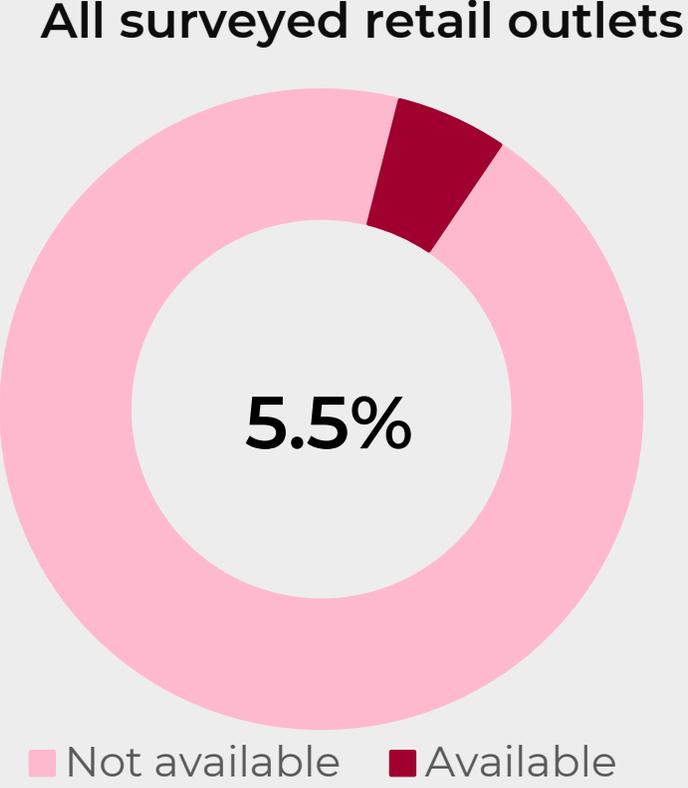
SAMPLED RETAIL
OUTLETS

Per vial

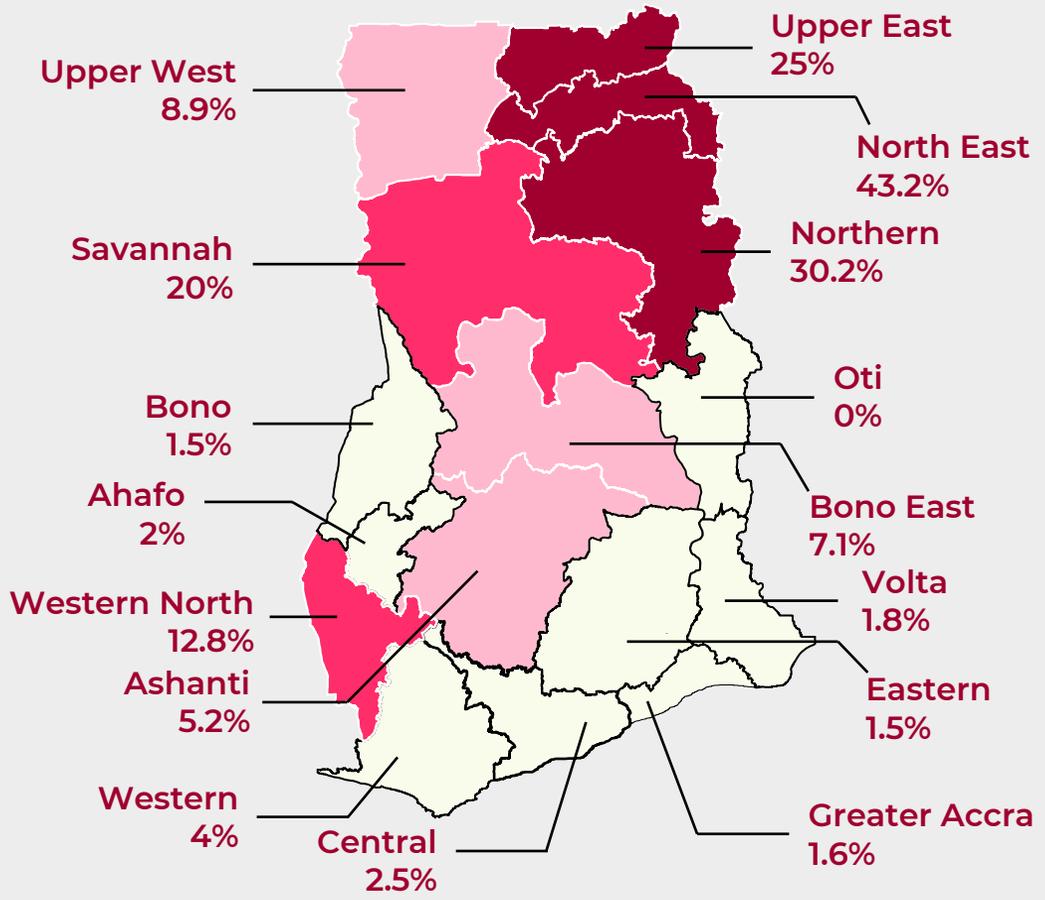
COST ANALYSIS UNIT
OF MEASUREMENT



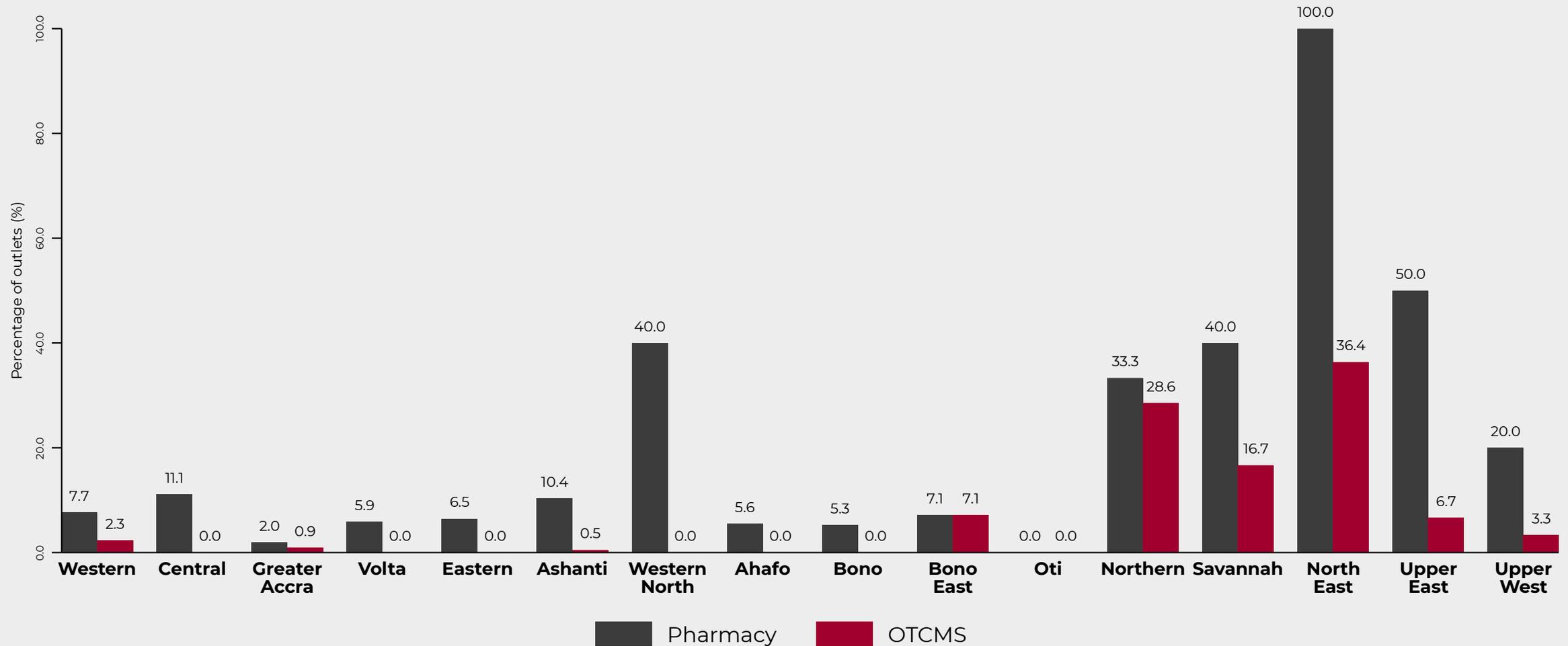
Availability of Injectables by type of outlet & region



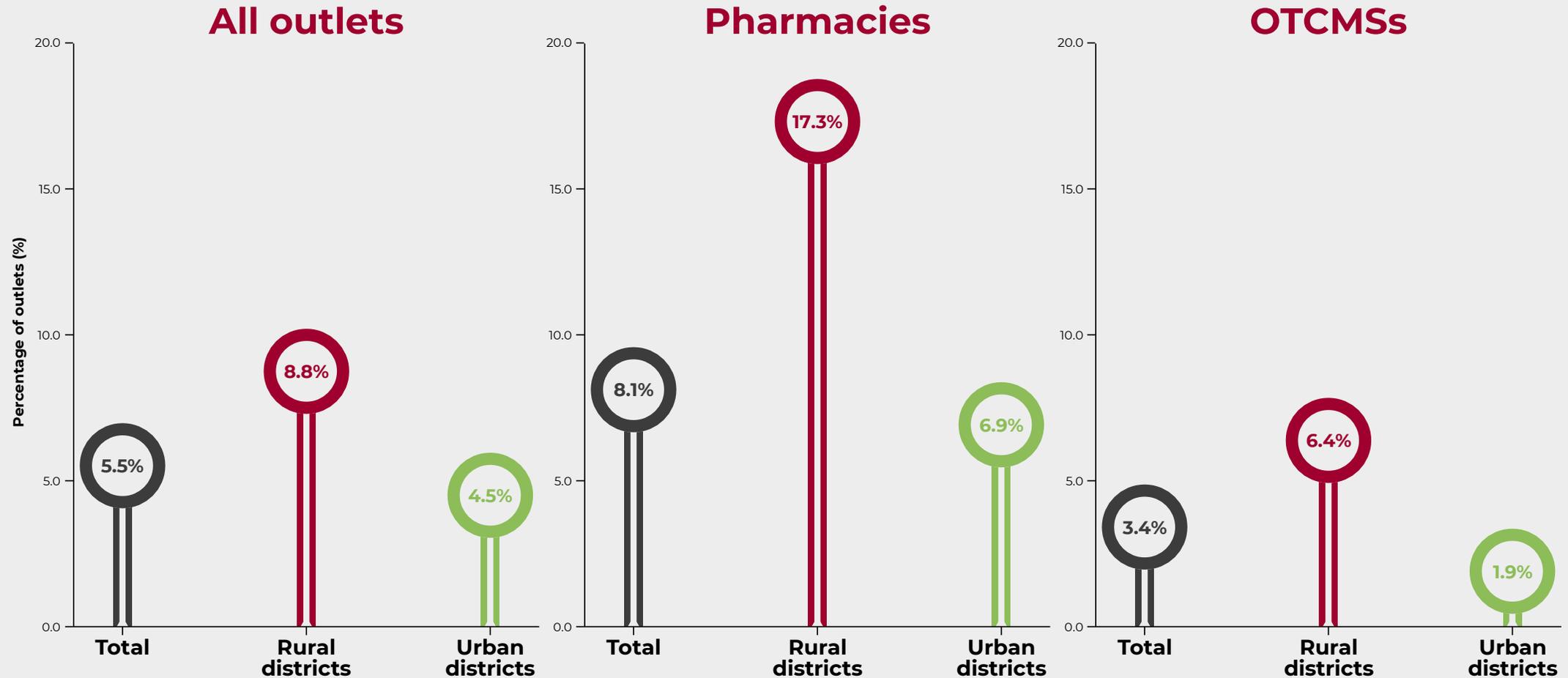
Regional estimates



Availability of injectable contraceptives by region & type of outlet



Availability of injectables by type of outlet & type of district



Availability of brands of injectables

5.5%

Availability

5.2%

*Intra-muscular
injectables*

0.7%

*Sub-cutaneous
self injectables*

ALL BRANDS  5.5%

ALL IMs  5.2%

DMPA Depo (IM)  4.4%

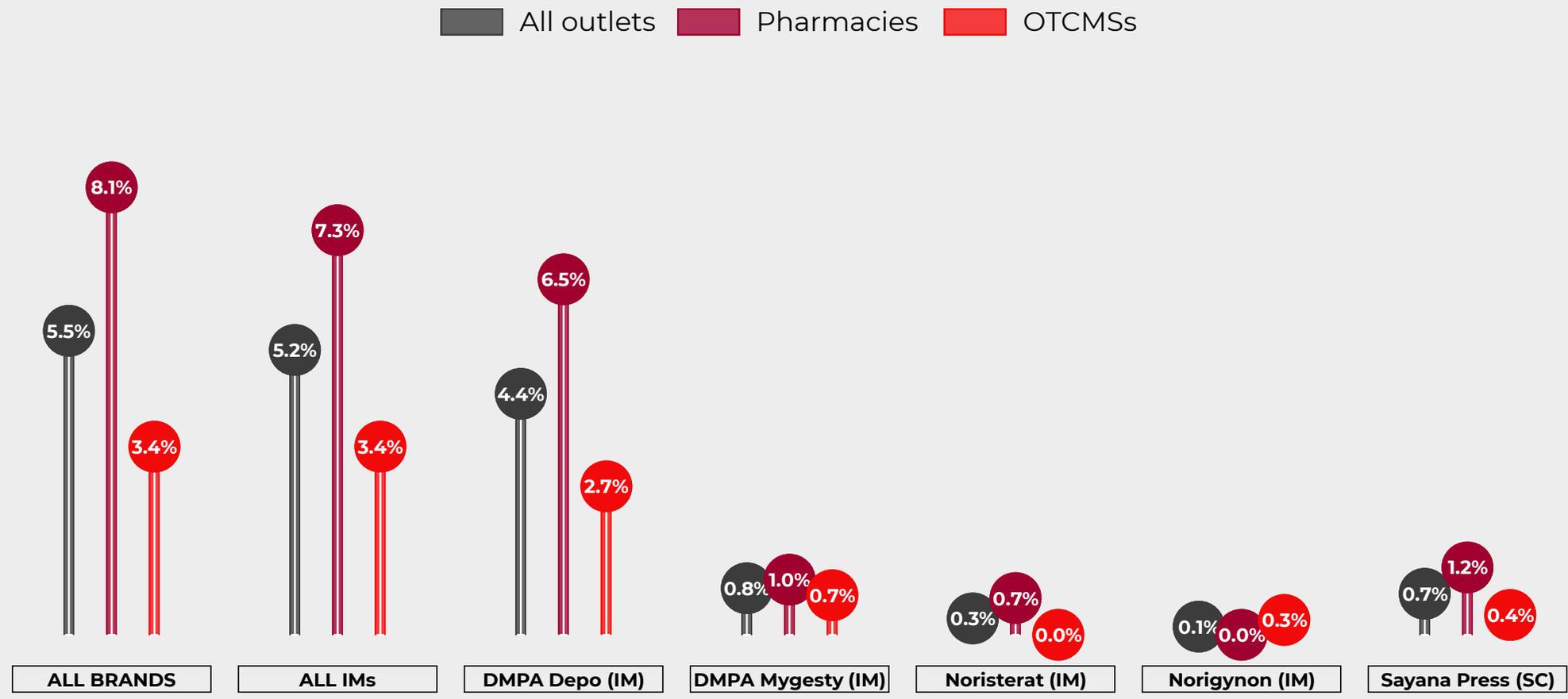
DMPA Mygesty (IM)  0.8%

Sayana Press (SC)  0.7%

Noristerat (IM)  0.3%

Norigynon (IM)  0.1%

Availability of brands of injectable by type of outlet



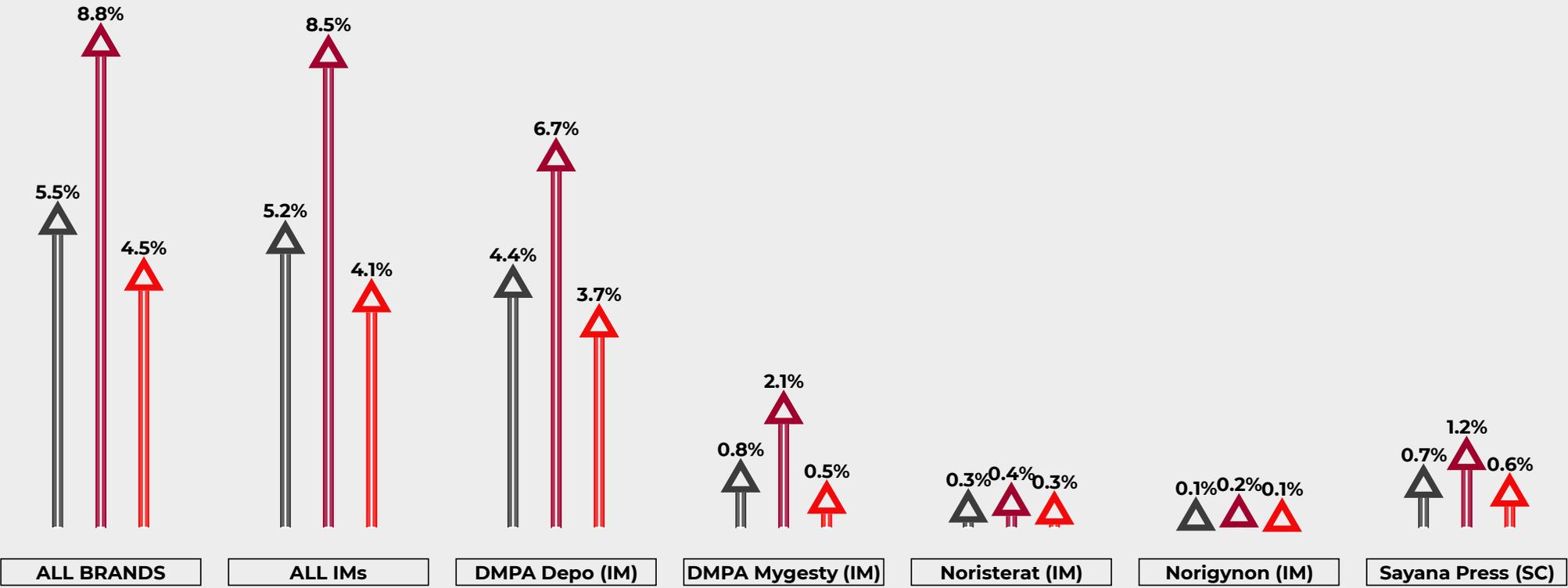
Brands of Injectable contraceptives

NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables



Availability of brands of injectable by type of district

△ All districts
 △ Rural districts
 △ Urban districts

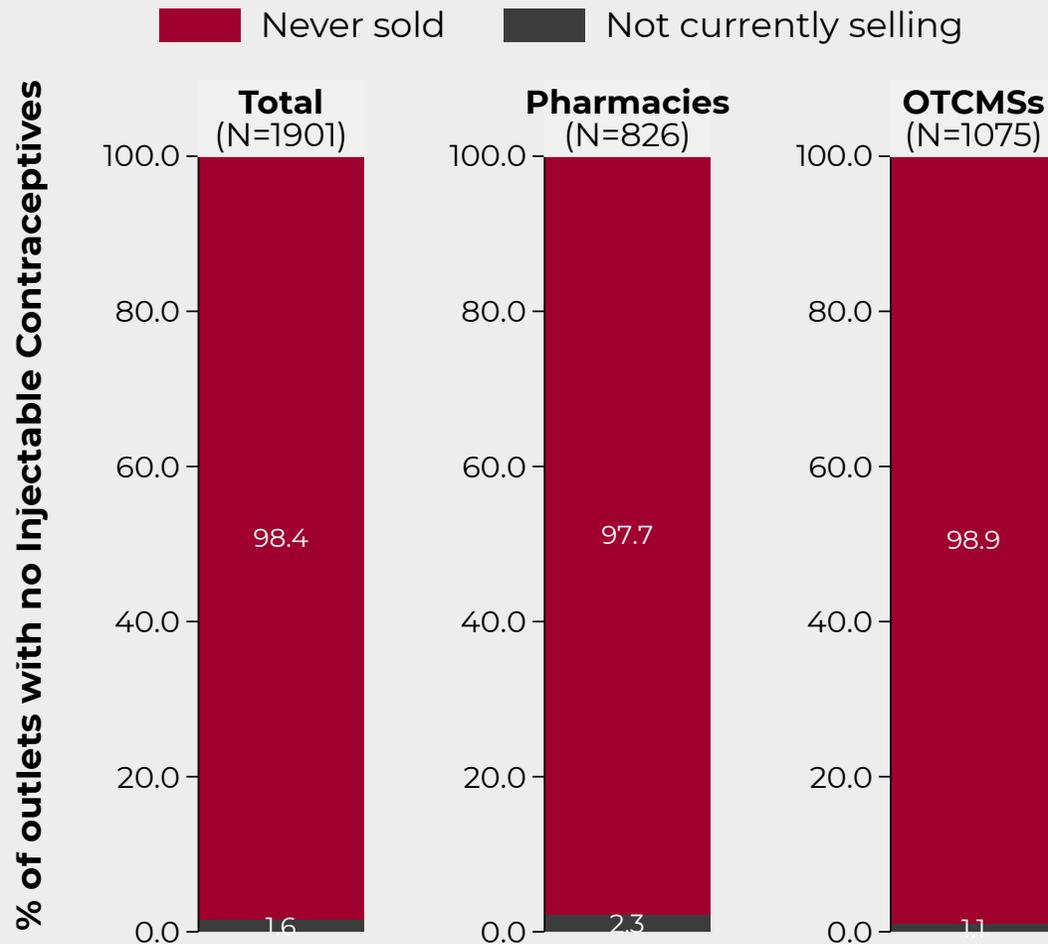


Brands of Injectable contraceptives

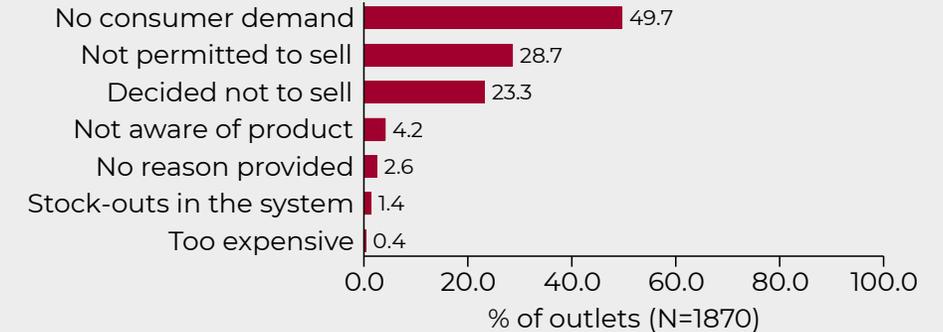
NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables



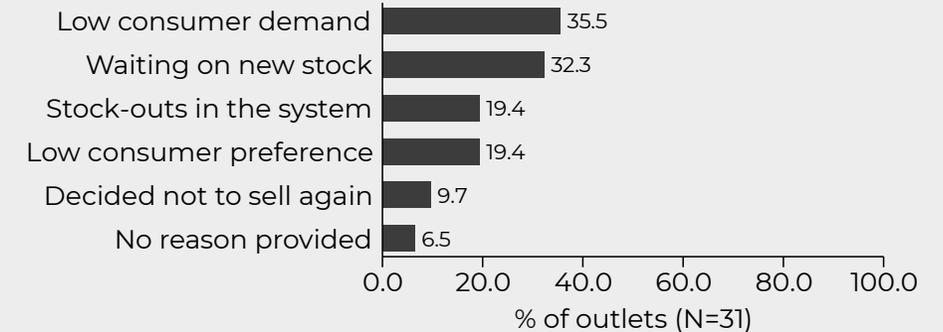
Sales history of injectable in retail outlets



Reasons for never selling



Reasons for not currently selling



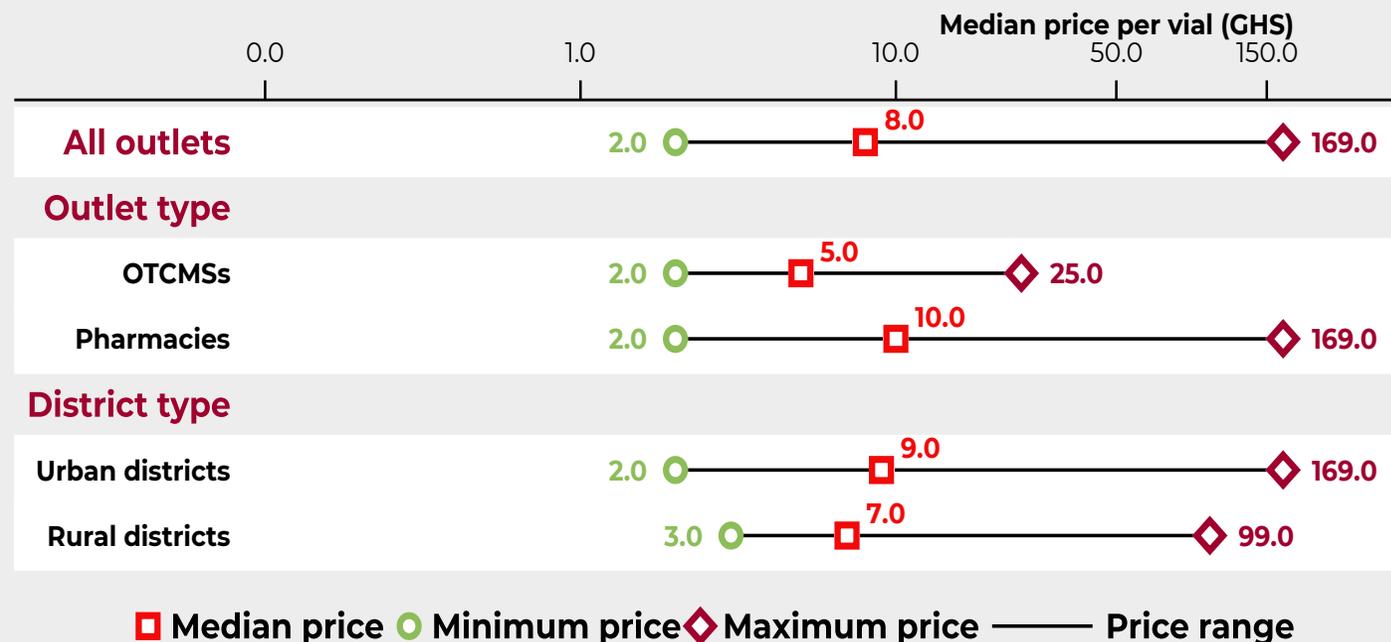
Price (GHS) profile of injectables

GHS 8.00

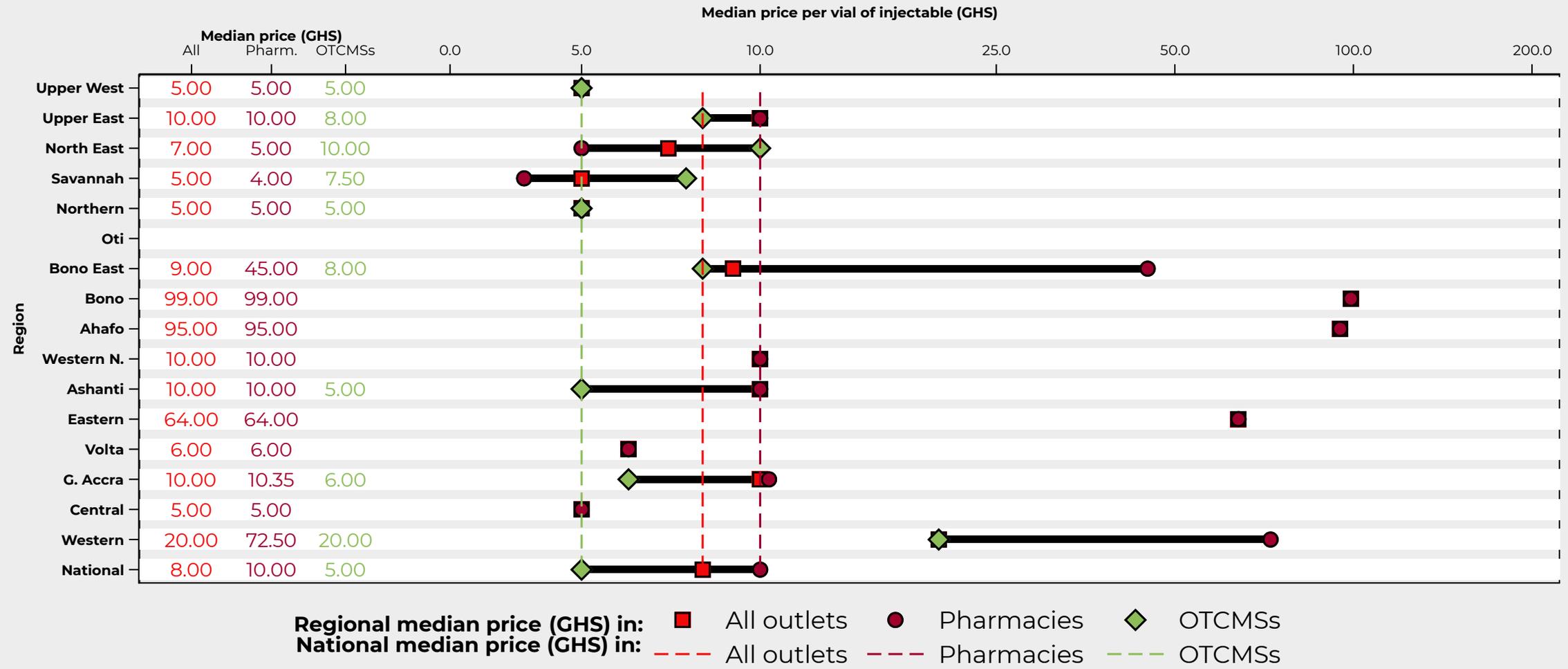
Median retail price of all brands of injectables per vial across all outlets

Pharmacies – GHS 10.00
OTCMs – GHS 5.00

Rural districts – GHS 7.00
Urban districts – GHS 9.00



Price profile of injectable by type of outlet & region



Price profile of injectables by type of district & region



Price profile of brands of injectables by type of outlet

GHS 8.00

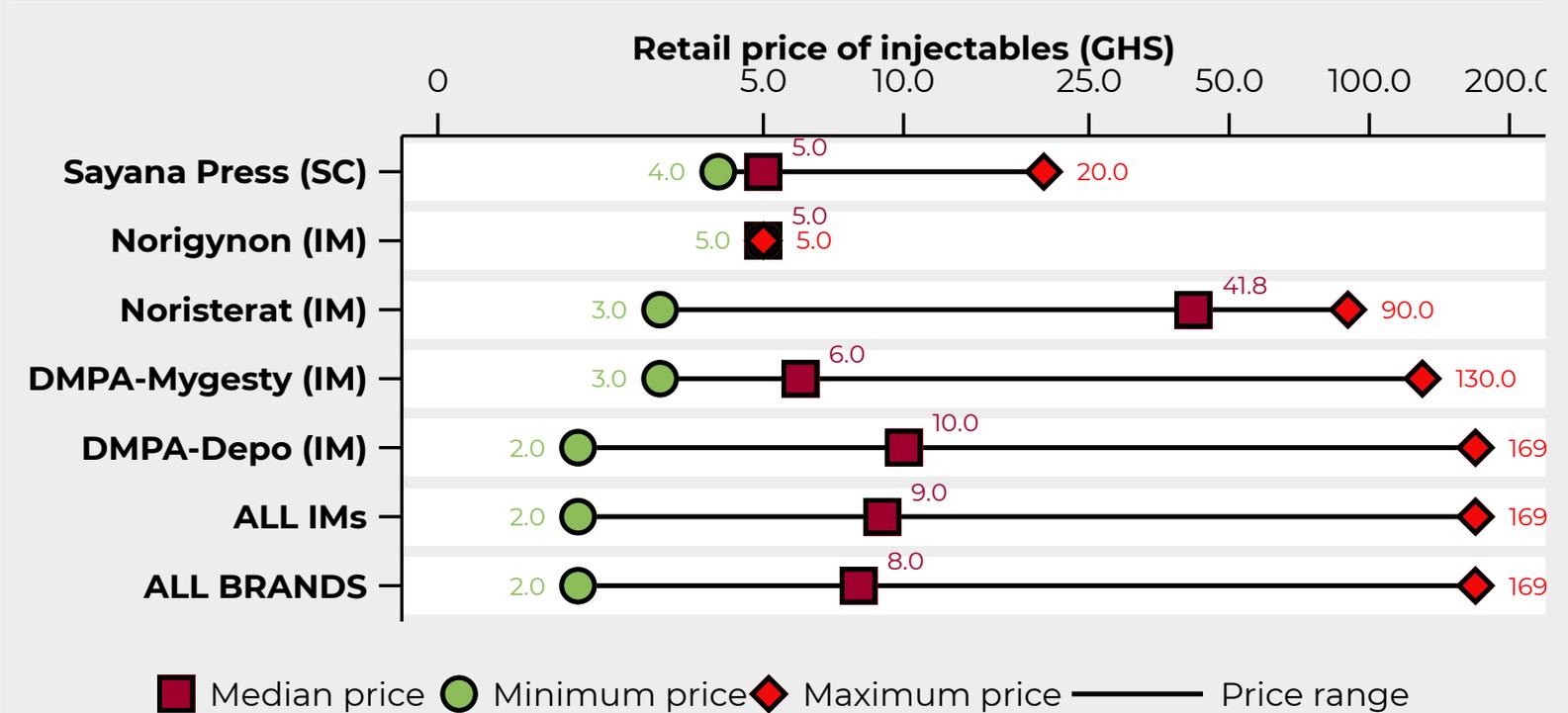
Median retail price of all brands of injectable per vial across all outlets

GHS 9.0

Intra-muscular injectables

GHS 5.0

Sub-cutaneous self injectables



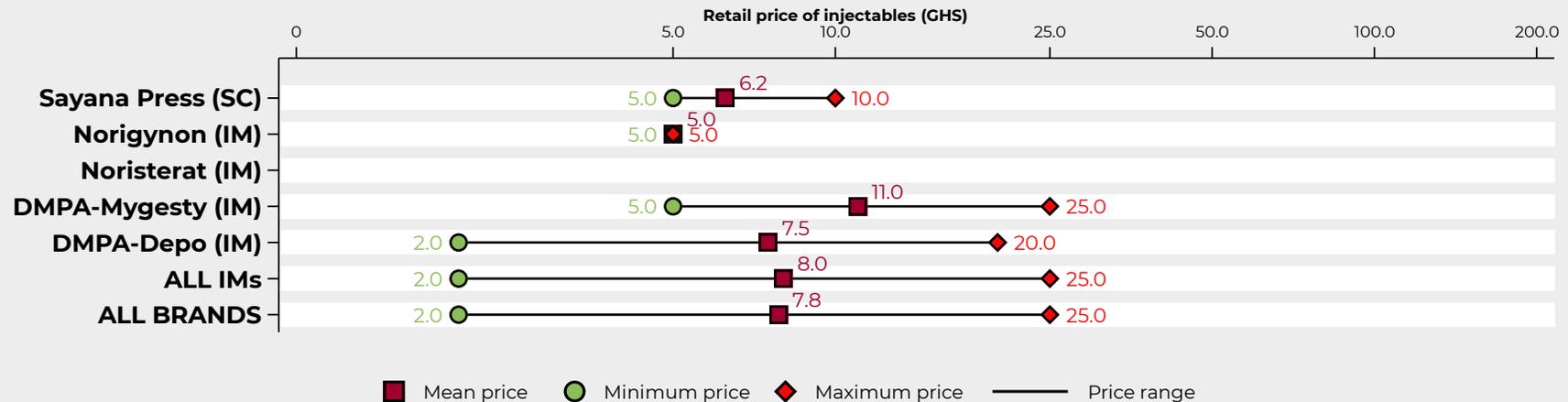
NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables

Price profile of brands of injectable by type of outlet

Pharmacies



OTCMSs



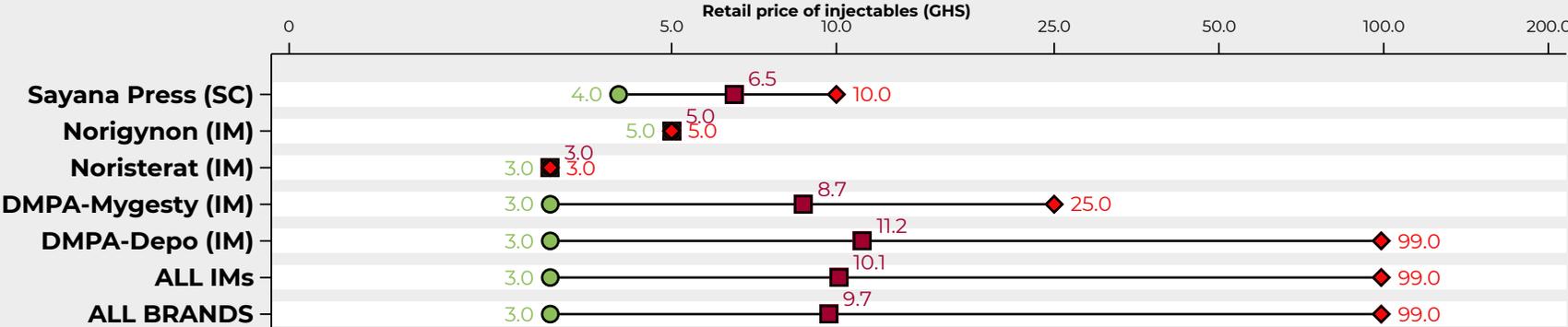
■ Mean price ● Minimum price ◆ Maximum price — Price range

NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables



Price profile of brands of injectable by type of outlet and district

Rural districts



Urban districts



■ Mean price ● Minimum price ◆ Maximum price — Price range

NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables



Key findings- Injectables



* - INCLUDES PREMIUM BRAND



09. Sanitary Pads

Hygiene



Sanitary pads Sampling Metrics

Pharmacy
OTCMS
Modern Trades
Corner shops

SURVEYED
OUTLETS

3,899

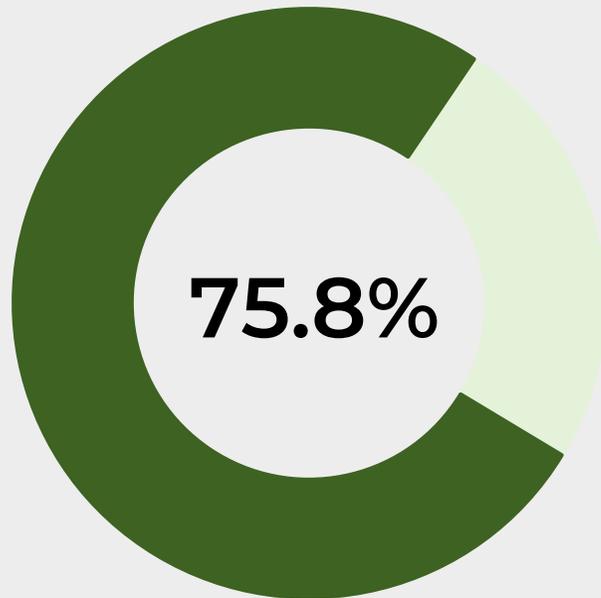
SAMPLED RETAIL
OUTLETS

Per pad

COST ANALYSIS UNIT
OF MEASUREMENT

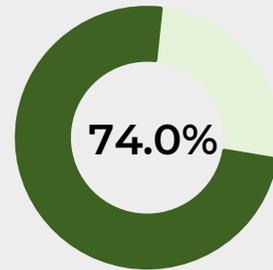
Availability of sanitary pads by type of outlet & region

All surveyed retail outlets

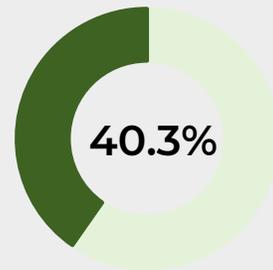


Not available Available

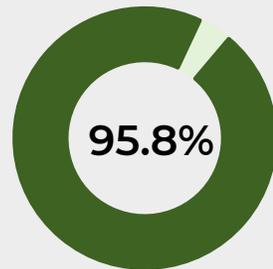
Pharmacies



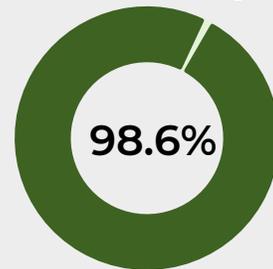
OTCMSs



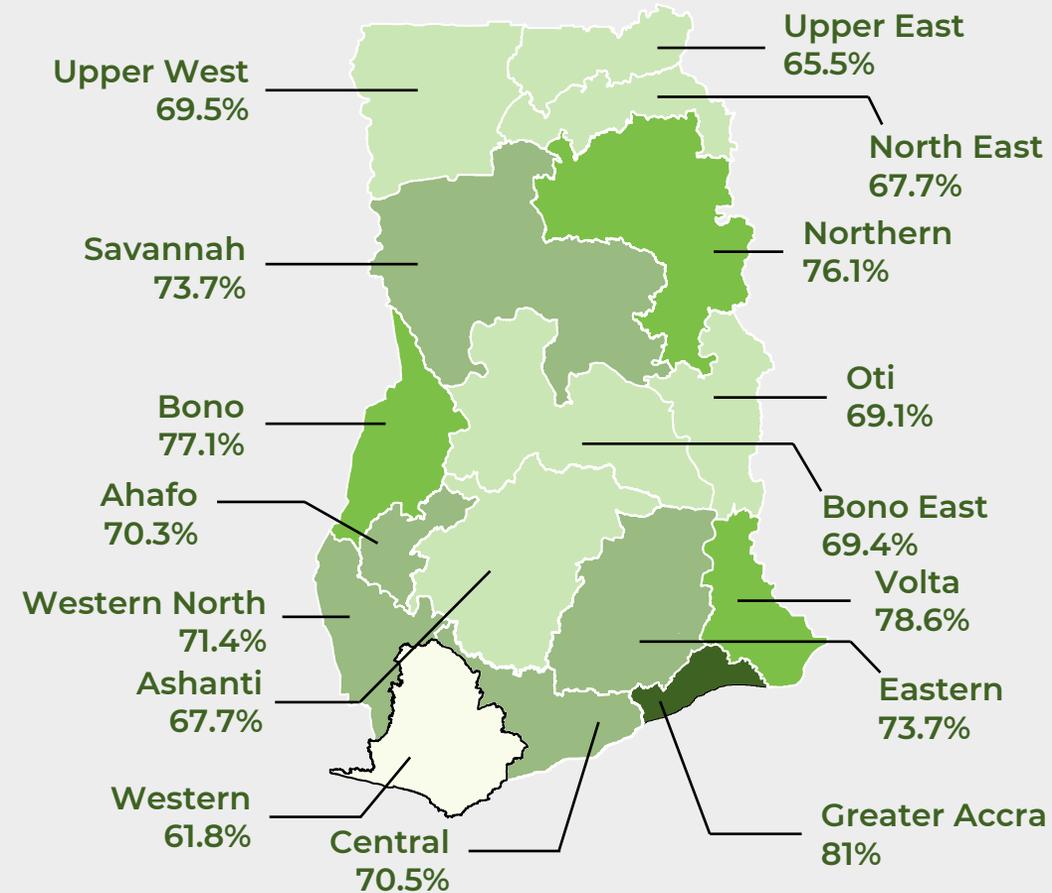
Modern Trades



Corner shops

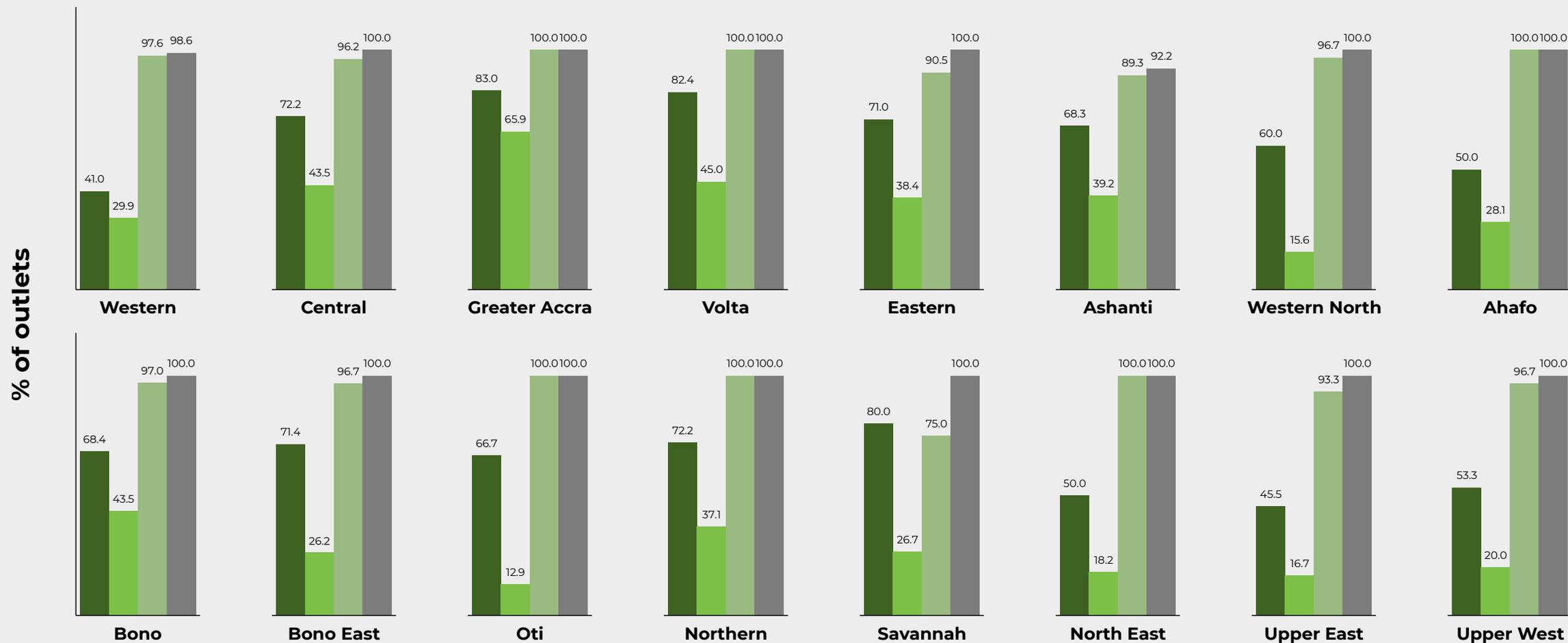


Regional estimates

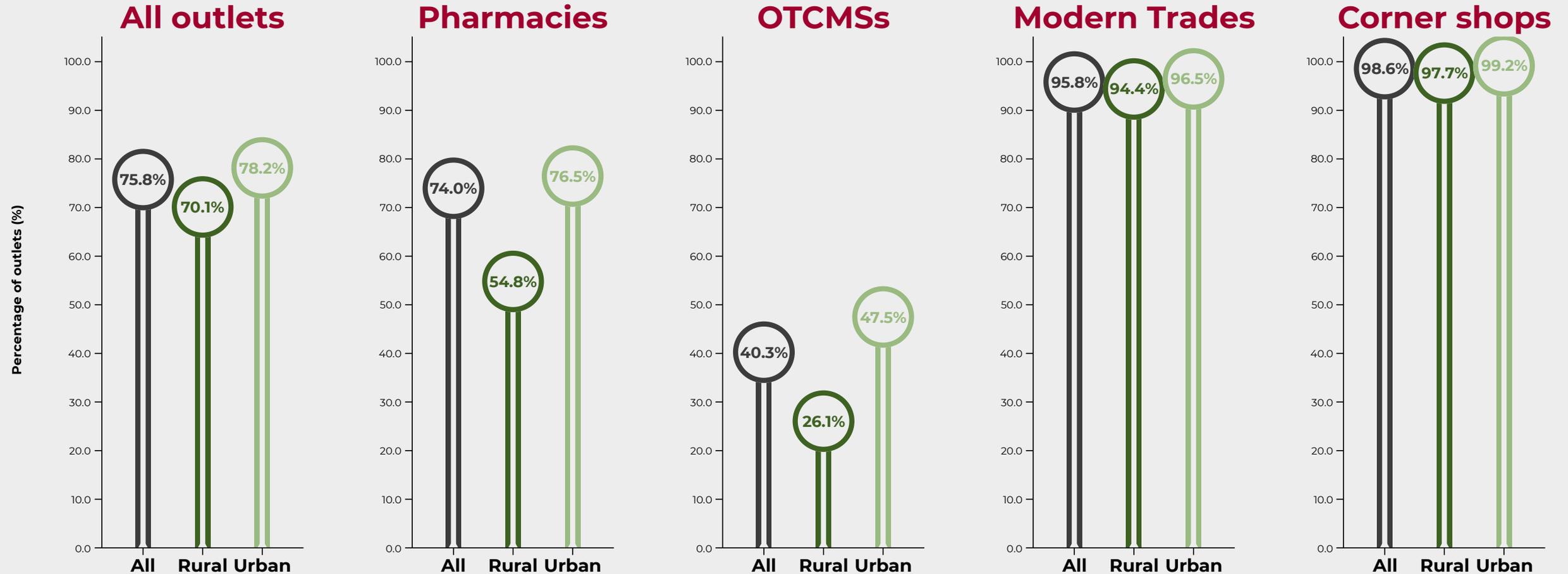


Availability of sanitary pads by region and type of outlet

■ Pharmacy
 ■ OTCMS
 ■ Modern Trade
 ■ Corner shop



Availability of sanitary pads by type of outlet & district



Availability of brands of sanitary pads

60.3%

Yazz

43.7%

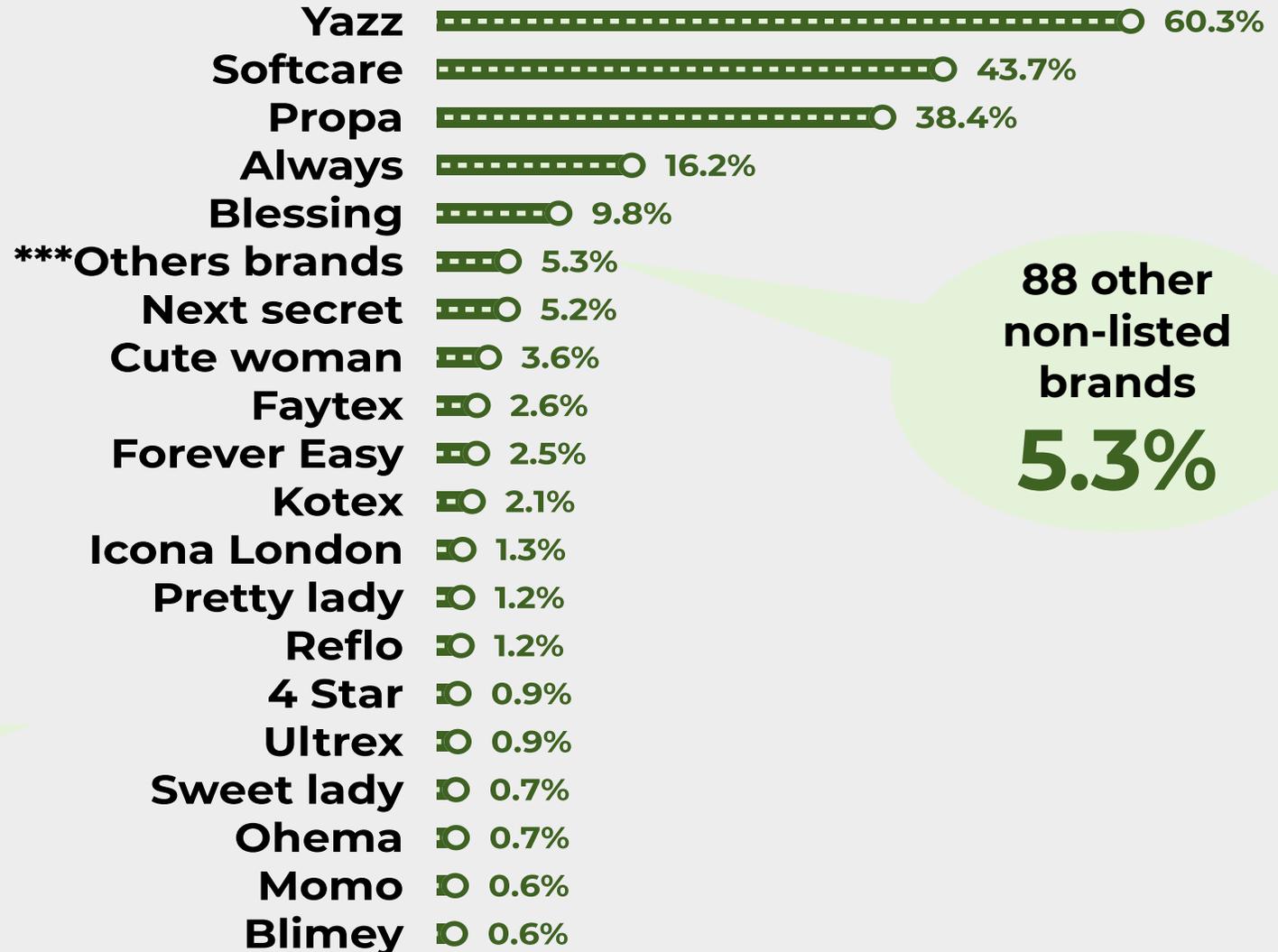
Softcare

38.4%

Propa

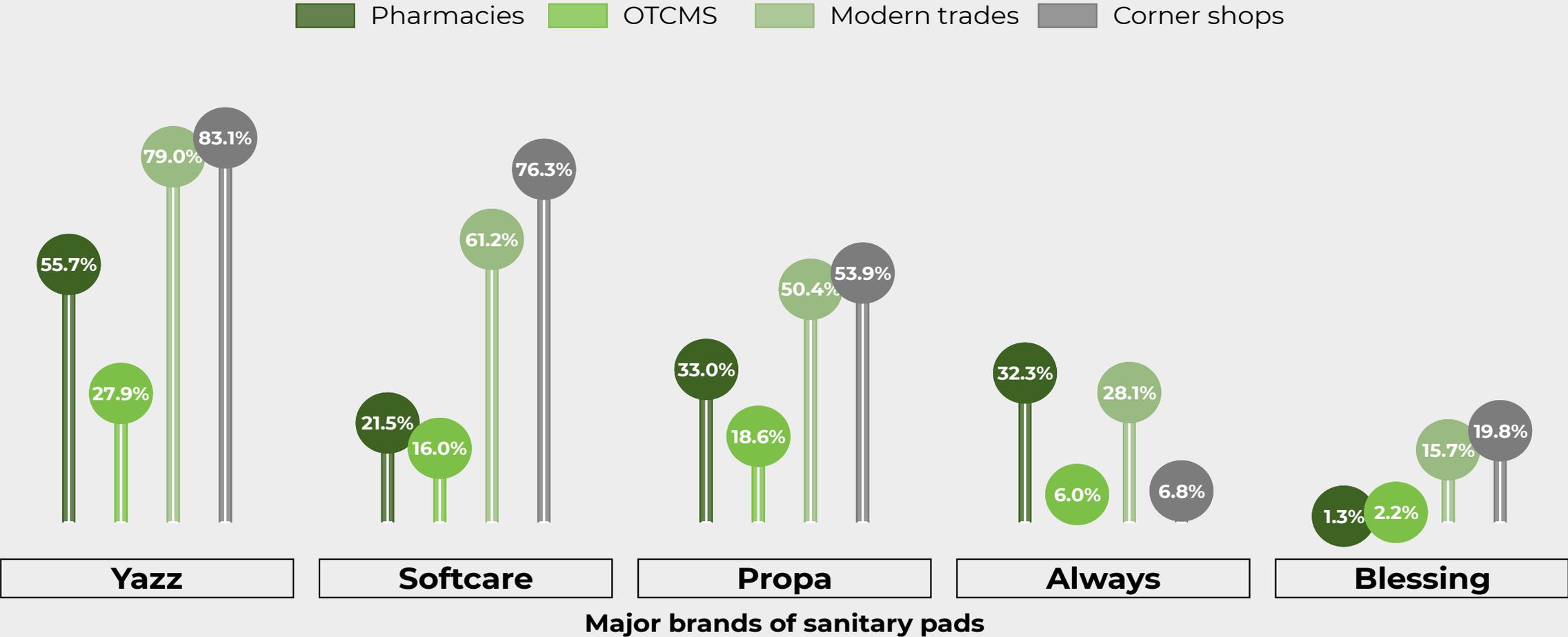
16.2%

Always



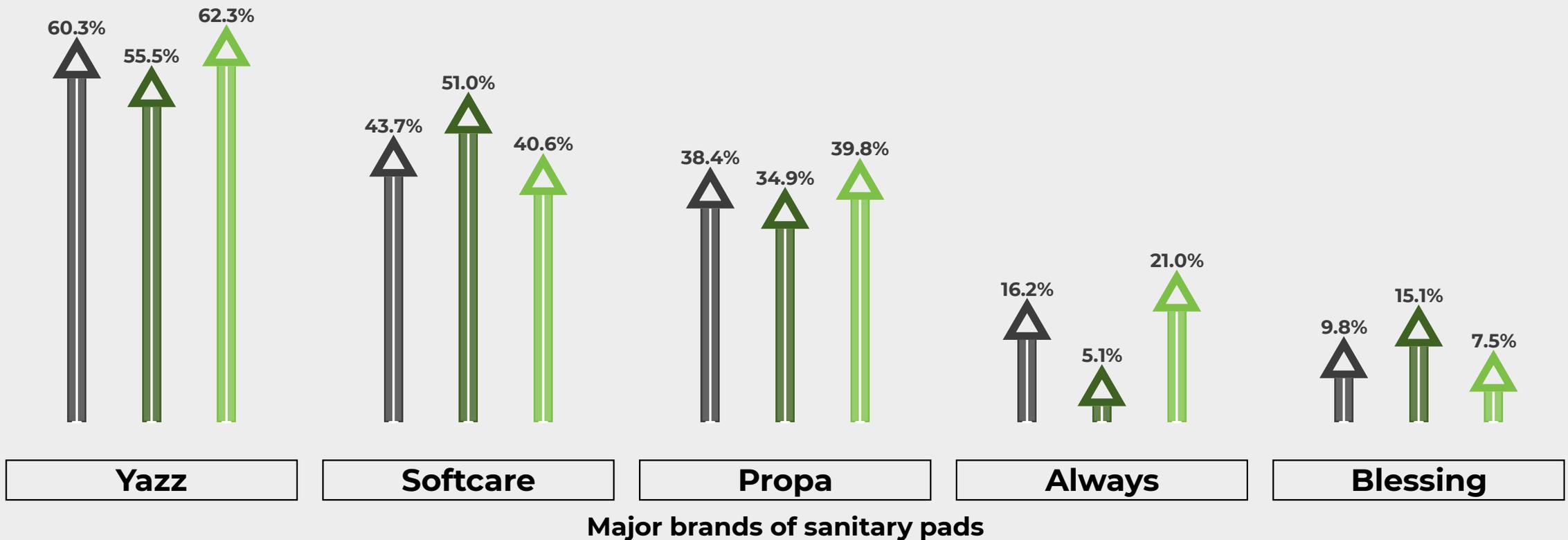


Availability of brands of sanitary pads by type of outlet



Availability of brands of sanitary pads by type of district

△ All districts △ Rural districts △ Urban districts



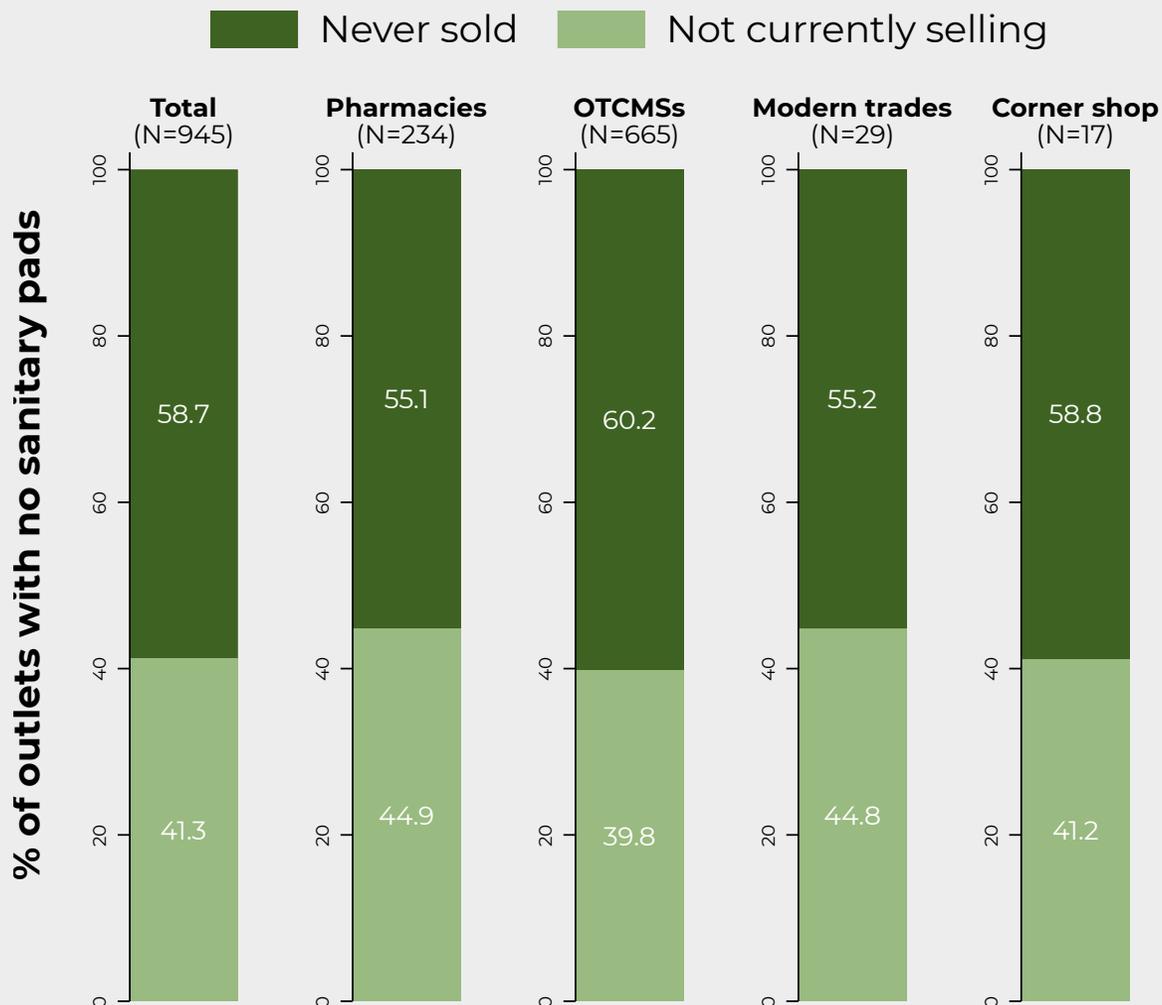
Availability of brands of sanitary pads by region

	Regions																Total
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savannah	North East	Upper East	Upper West	
N	241	305	1,062	126	334	708	119	111	153	121	94	113	95	99	113	105	3,899
Sanitary pads brands	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yazz	47.7	58.0	70.2	73.0	65.0	55.4	61.3	57.7	63.4	58.7	64.9	57.5	50.5	41.4	51.3	32.4	60.3
Softcare	36.1	51.1	39.2	46.0	47.0	39.4	55.5	36.0	36.6	46.3	57.4	48.7	60.0	60.6	50.4	48.6	43.7
Propa	41.5	44.6	38.2	16.7	32.9	47.2	52.9	34.2	60.1	46.3	19.1	9.7	26.3	11.1	17.7	52.4	38.4
Always	5.8	8.9	36.0	7.9	10.5	13.8	6.7	3.6	7.8	7.4	3.2	15.0	3.2	1.0	4.4	4.8	16.2
Blessing	6.6	2.6	0.1	0.0	0.9	26.6	39.5	28.8	8.5	35.5	1.1	5.3	4.2	14.1	2.7	1.9	9.8
Next Secret	9.1	3.9	3.0	0.8	7.2	4.1	0.8	9.9	27.5	5.0	0.0	0.9	3.2	1.0	6.2	11.4	5.2
Cute Woman	1.7	10.8	5.1	4.0	10.8	0.1	0.0	0.0	0.0	0.0	5.3	0.9	0.0	0.0	0.0	0.0	3.6
Faytex	0.4	1.0	6.5	7.1	4.2	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.6
Forever Easy	1.7	1.6	3.0	0.8	2.1	4.5	1.7	0.9	1.3	5.8	1.1	1.8	1.1	0.0	0.9	0.0	2.5
Kotex	1.7	0.7	5.6	3.2	1.2	0.3	0.8	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	2.9	2.1
Icona London	1.2	1.0	1.5	0.8	3.3	1.0	1.7	0.0	0.7	1.7	0.0	0.9	1.1	0.0	0.9	1.9	1.3
Pretty lady	0.4	1.3	0.7	0.0	3.0	2.1	0.8	2.7	0.7	2.5	0.0	1.8	0.0	0.0	0.0	0.0	1.2
Reflo's	0.4	1.0	1.2	1.6	1.8	0.8	0.0	0.9	0.0	0.8	0.0	2.7	2.1	0.0	0.0	6.7	1.2
Ultrex	0.0	0.0	2.3	0.0	1.5	0.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
4 Star	2.5	0.3	0.3	9.5	1.5	0.0	0.8	0.0	0.0	0.8	5.3	0.0	0.0	0.0	0.0	0.0	0.9
Ohema	1.2	1.3	0.8	0.0	0.9	0.0	0.0	0.0	0.0	0.8	1.1	0.9	0.0	0.0	0.0	6.7	0.7
Sweet lady	0.4	3.3	0.6	0.0	2.1	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	1.0	0.0	1.0	0.7
Momo	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	9.1	0.0	4.4	1.1	0.0	0.0	0.0	0.6
Blimey	0.8	1.6	0.2	0.0	0.6	0.6	0.0	0.9	0.7	1.7	0.0	2.7	0.0	0.0	0.0	0.0	0.6
*** Other brands	5.0	4.6	7.4	11.1	7.2	3.2	3.4	0.9	5.9	5.8	4.3	4.4	2.1	0.0	2.7	5.7	5.3
ALL BRANDS	64.3	73.1	85.5	80.2	77.2	70.6	71.4	71.2	78.4	70.2	70.2	76.1	74.7	70.7	65.5	69.5	75.8

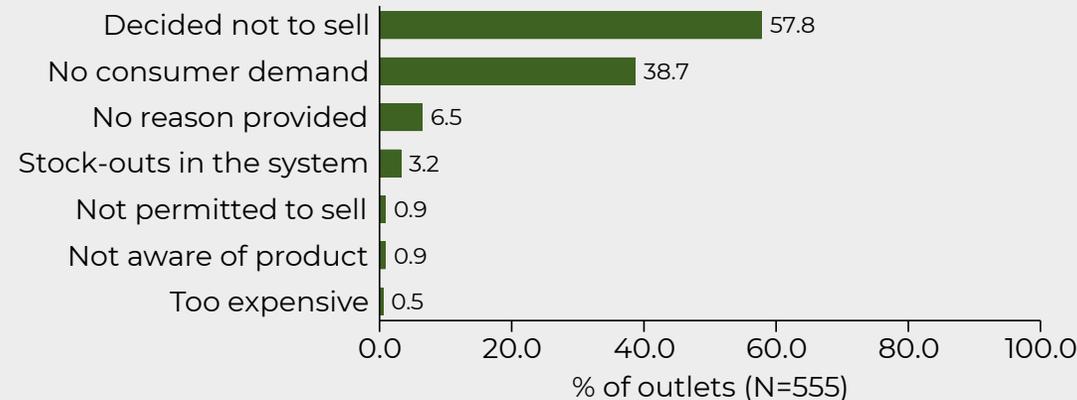
Other brands***: This is the combination of all other brands that were found in less than 20 retail outlets nationwide



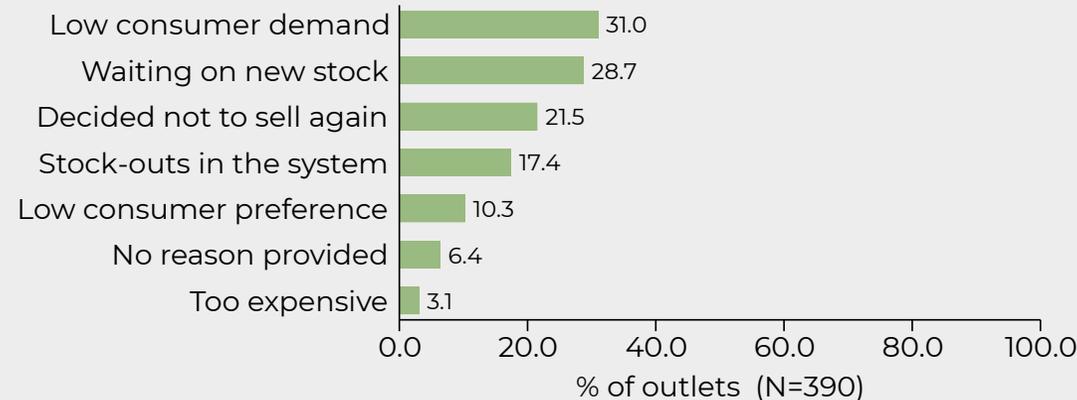
Sales history of sanitary pads in retail outlets



Reasons for never selling



Reasons for not currently selling



Price profile of sanitary pads by type of outlet and district

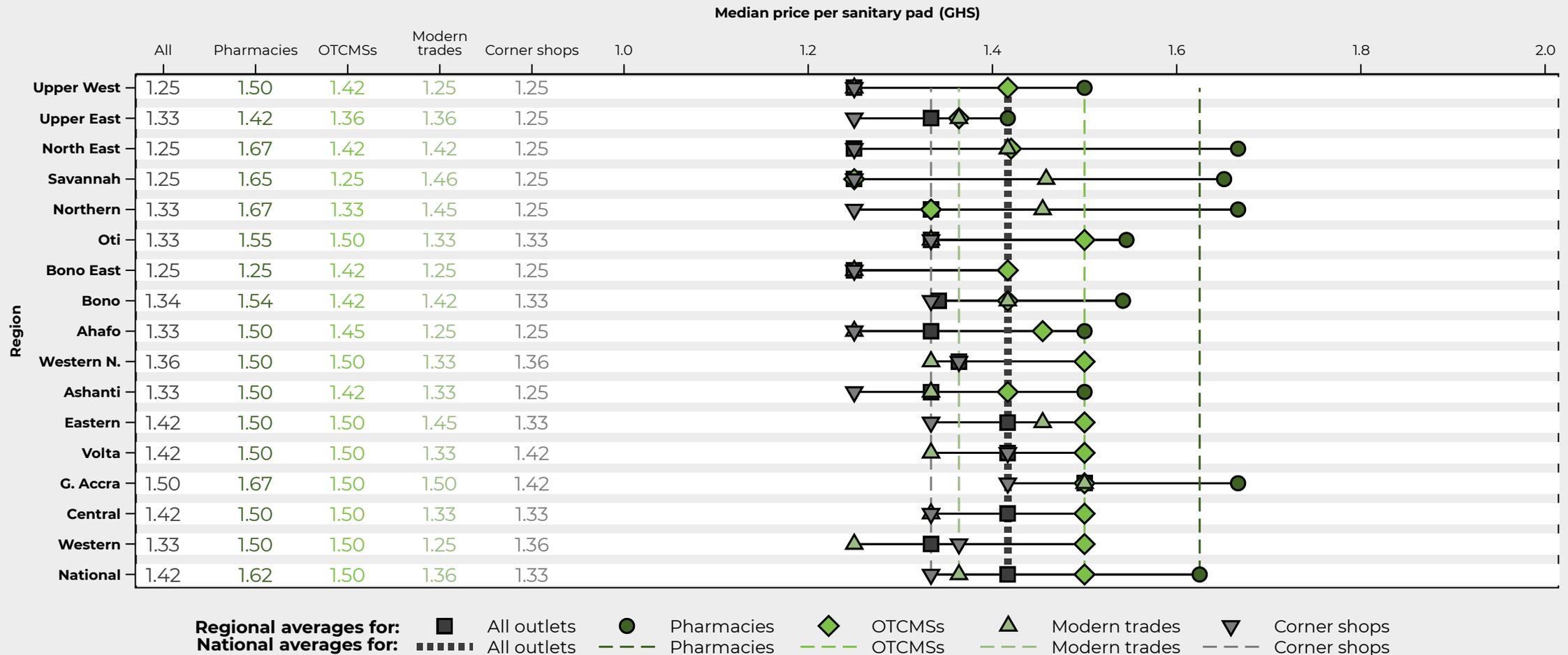
GHS 1.40

Median retail price of all brands of sanitary pads per pad across all outlets

- Pharmacies – GHS 1.60
- OTCMs – GHS 1.50
- Modern Trades – GHS 1.40
- Corner shops – GHS 1.30
- Rural districts – GHS 1.30
- Urban districts – GHS 1.40



Price (GHS) of sanitary pads by region & type of outlet

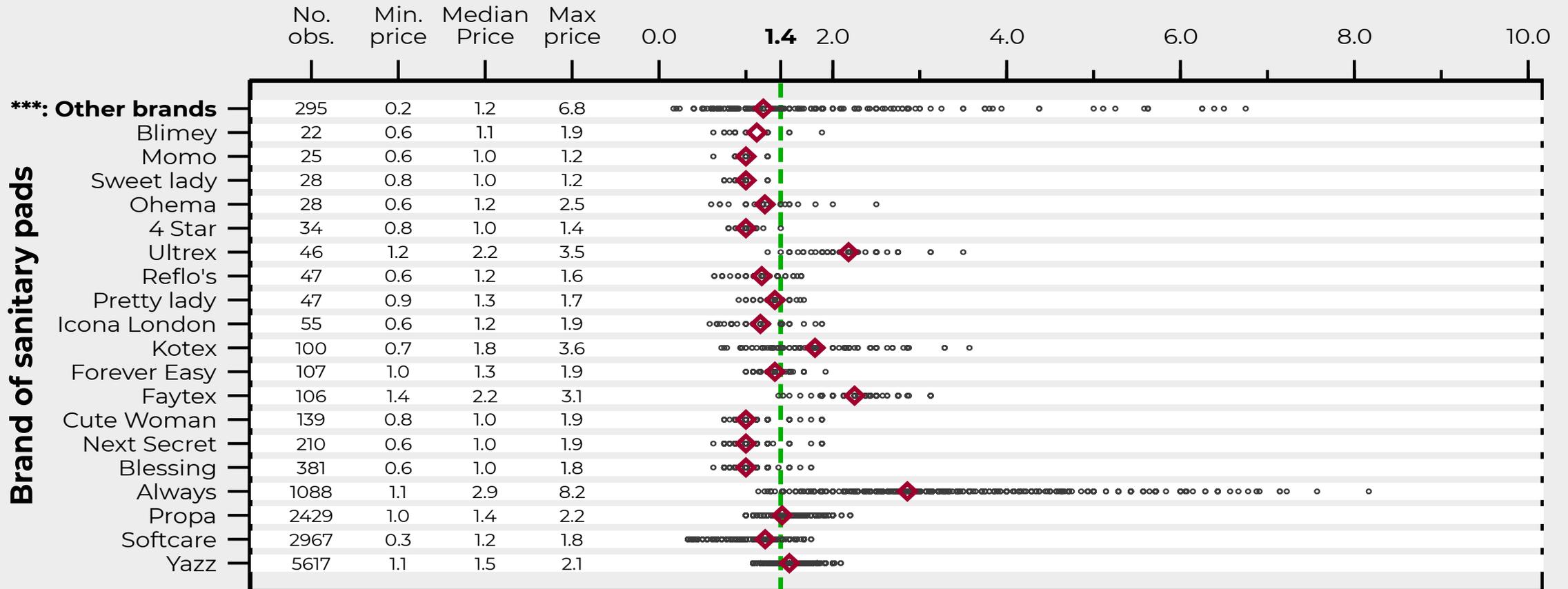


Price (GHS) of sanitary pads by region & type of outlet



Price profile of brands of sanitary pads

Retail price per sanitary pad (GHS)



Overall average price per sanitary pad GHS 1.4

◦ Observed price

◆ Median price



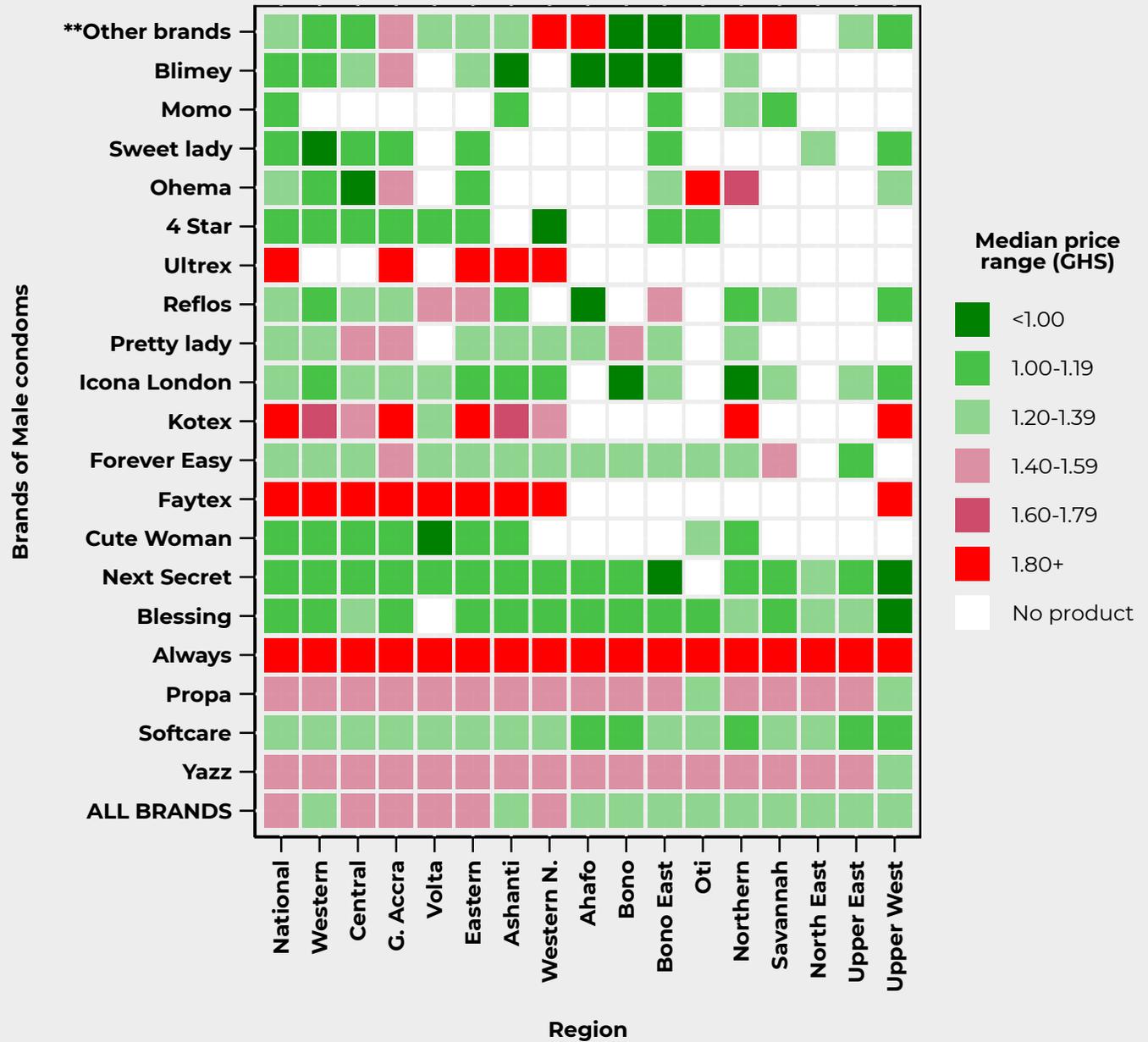
Price profile of brands of sanitary pads by type of outlet



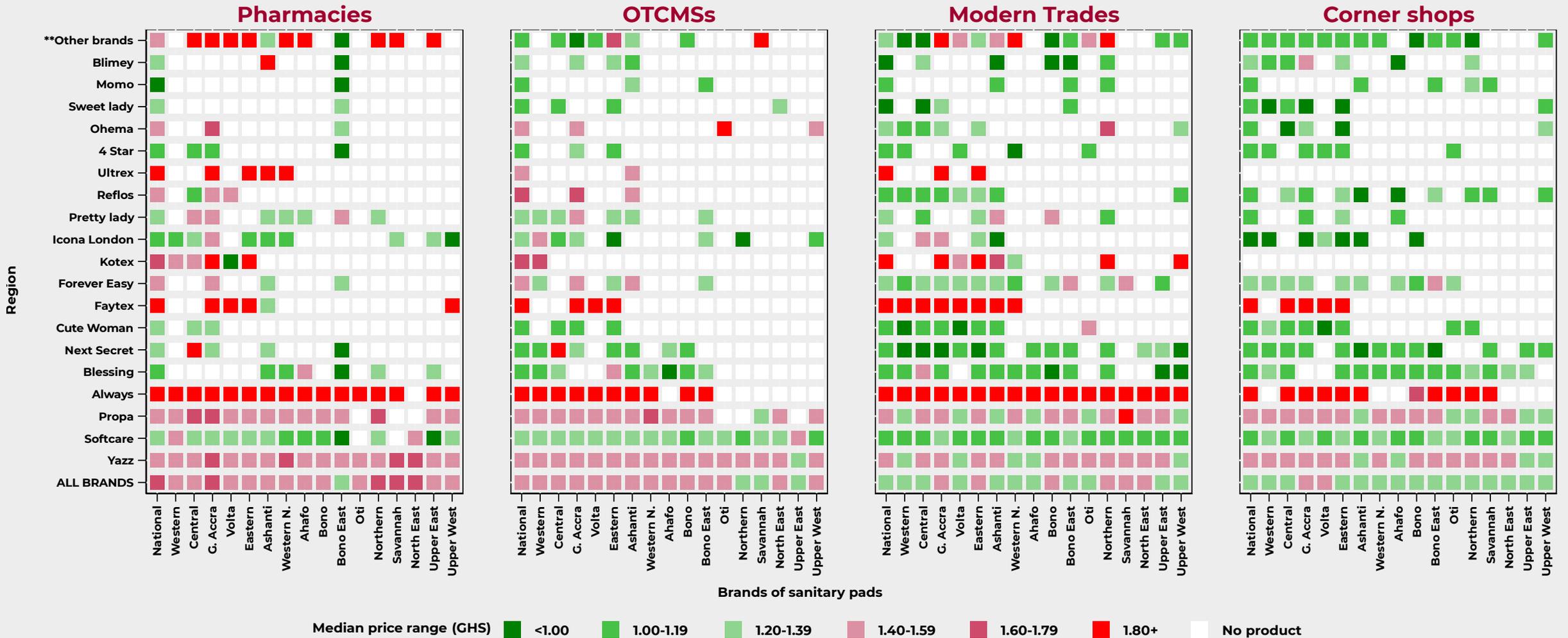
Price profile of brands of sanitary pads by type of district



Price (GHS) of brands of sanitary pads by region and type of outlet



Price (GHS) of brands of sanitary pads by region and type of outlet



Key findings- Sanitary pads





10. Chlorhexidine Digluconate 7.1% Gel

Maternal and Child Health Product

Chlorhexidine digluconate 7.1% gel Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

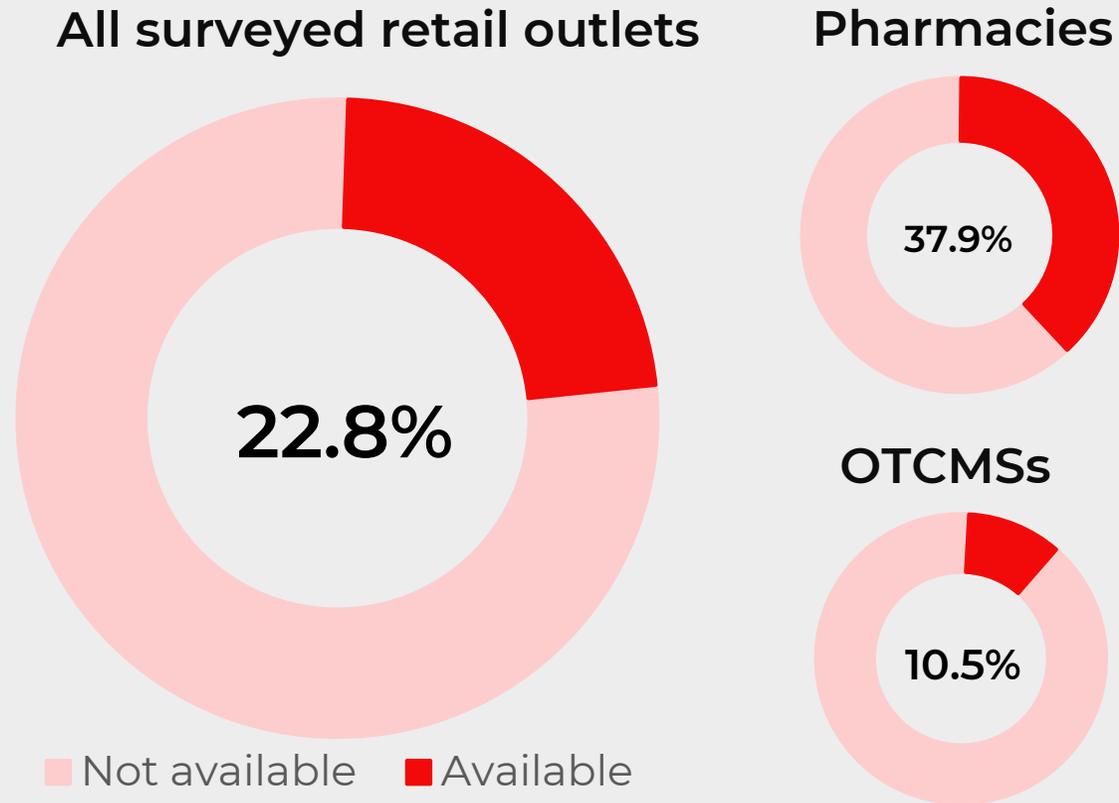
SAMPLED RETAIL
OUTLETS

Brand
Unit

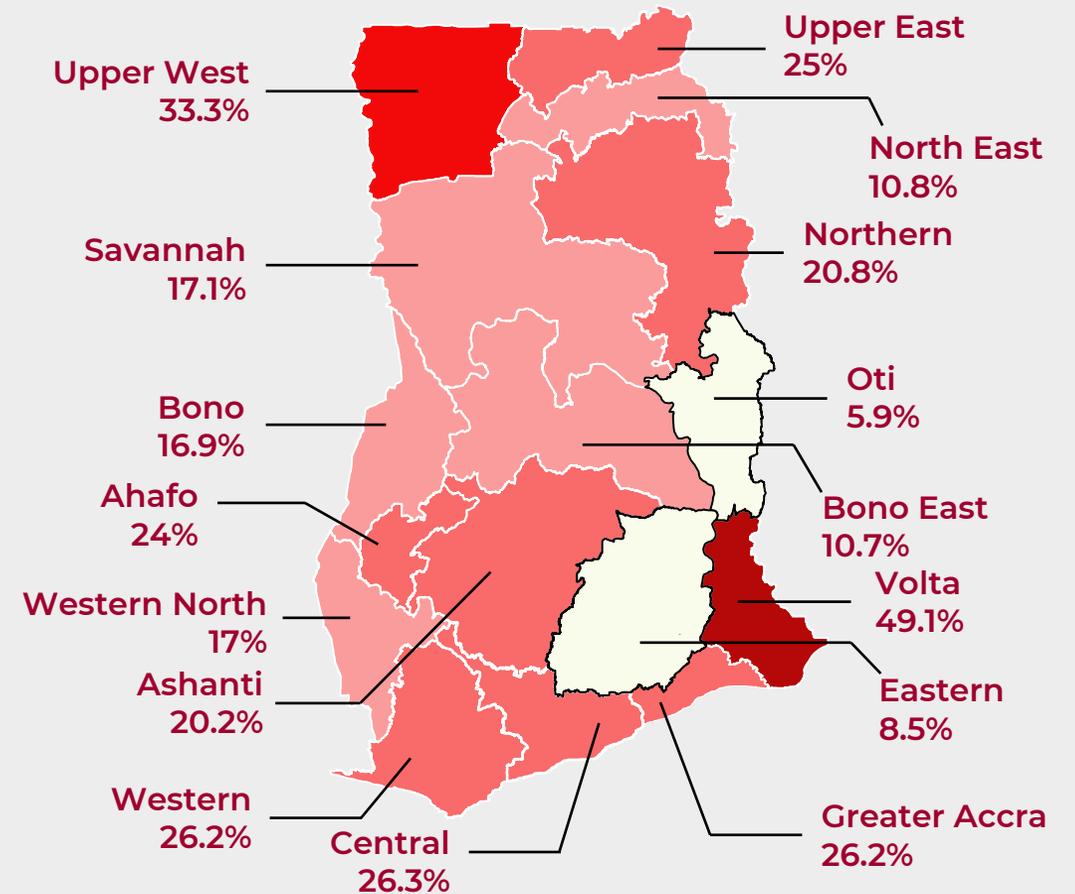
UNIT OF
MEASUREMENT



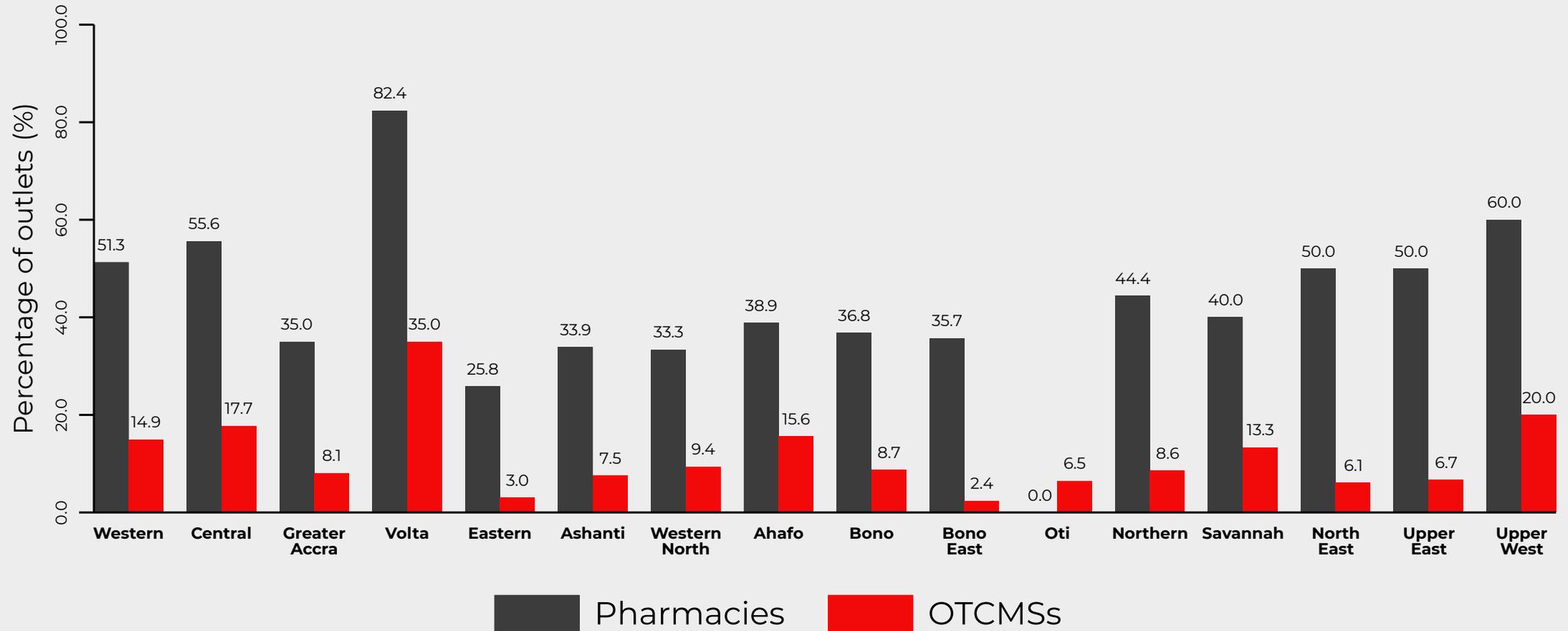
Availability of chlorhexidine digluconate 7.1% gel by type of outlet & region



Regional estimates



Availability of chlorhexidine digluconate 7.1% gel by region and type of outlet

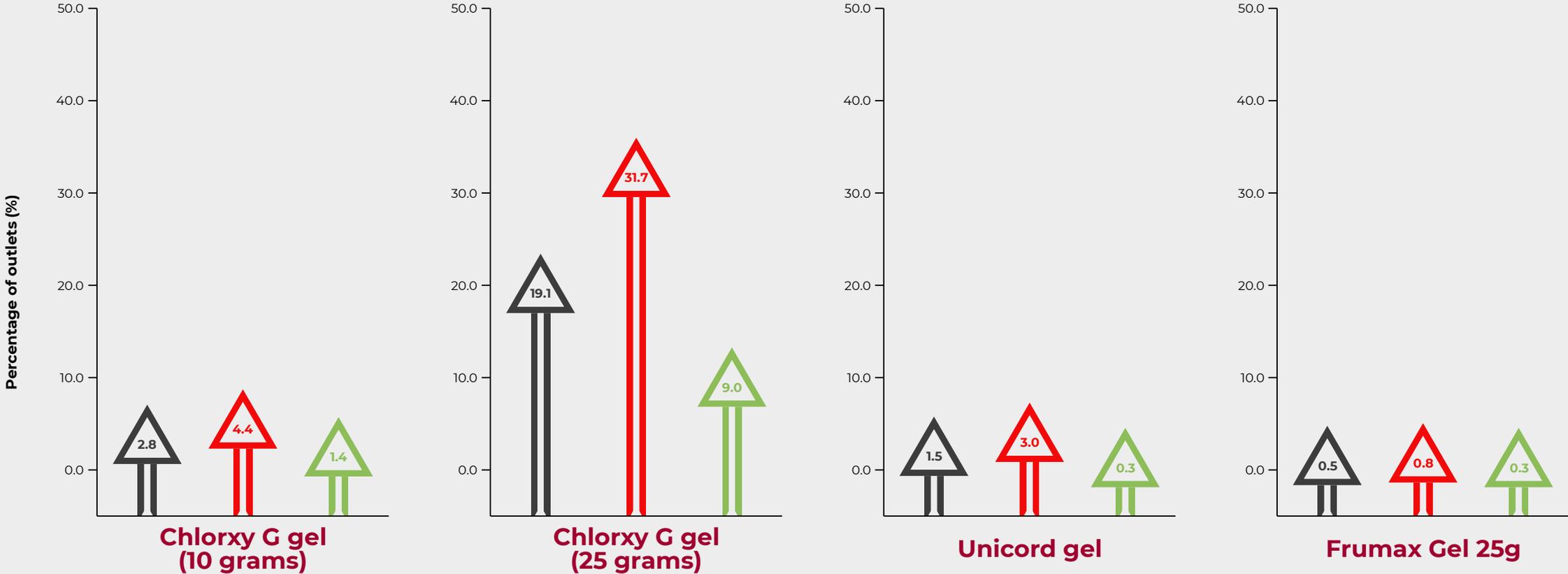


Availability of chlorhexidine digluconate 7.1% gel by type of district and outlet



Availability brands of chlorhexidine digluconate 7.1% gel by type of outlet

△ All outlets △ Pharmacies △ OTCMSs

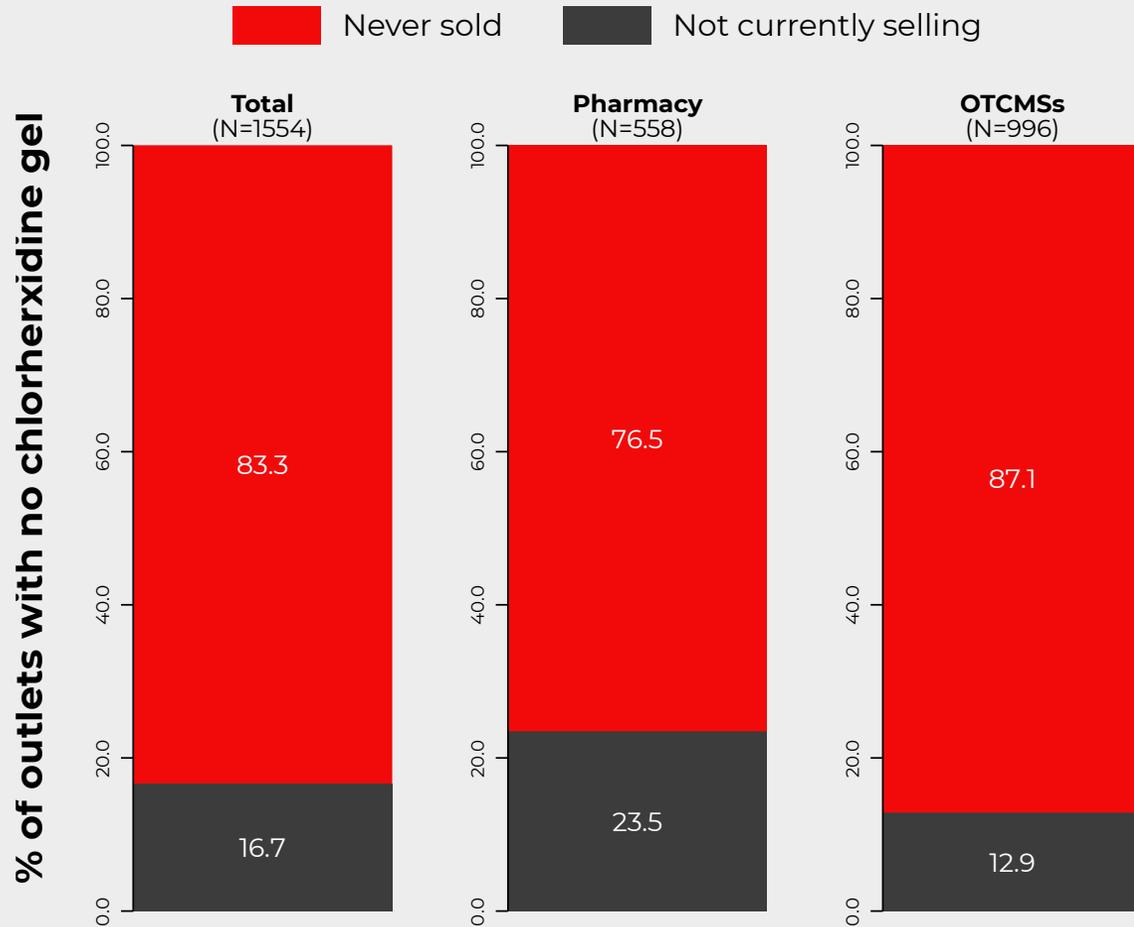


Availability of brands of chlorhexidine digluconate 7.1% gel by type of district

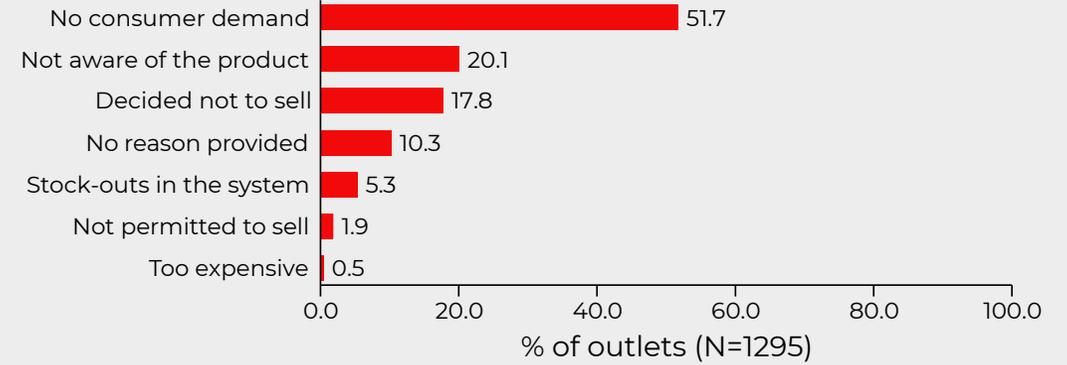


Sales history of chlorhexidine digluconate 7.1% gel in retail outlets

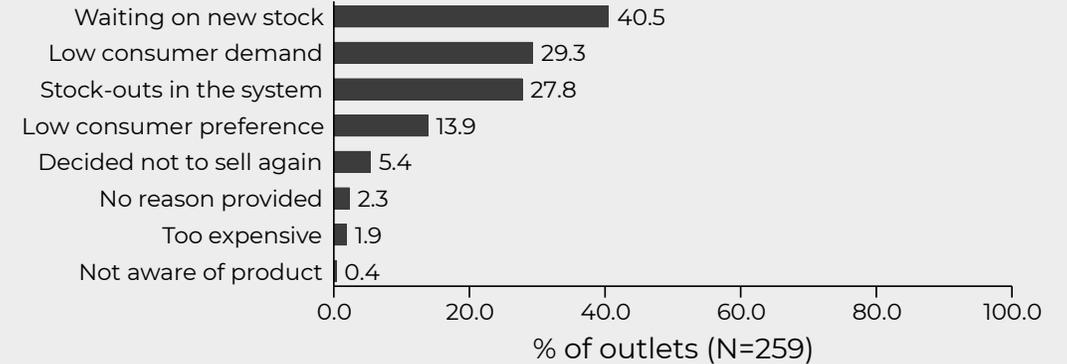
A. History of sales among outlets not currently selling



B. Reasons for never selling



C. Reasons for not currently selling



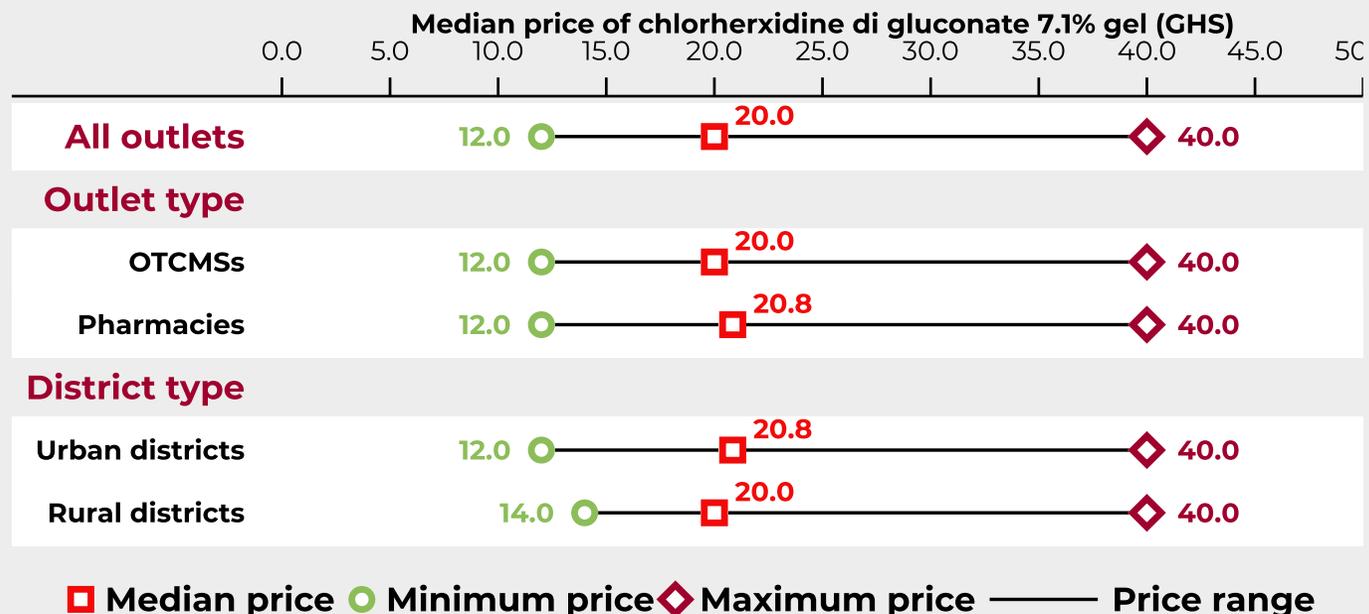
Price profile of chlorhexidine digluconate 7.1% gel by type of outlet & district

GHS 20.00

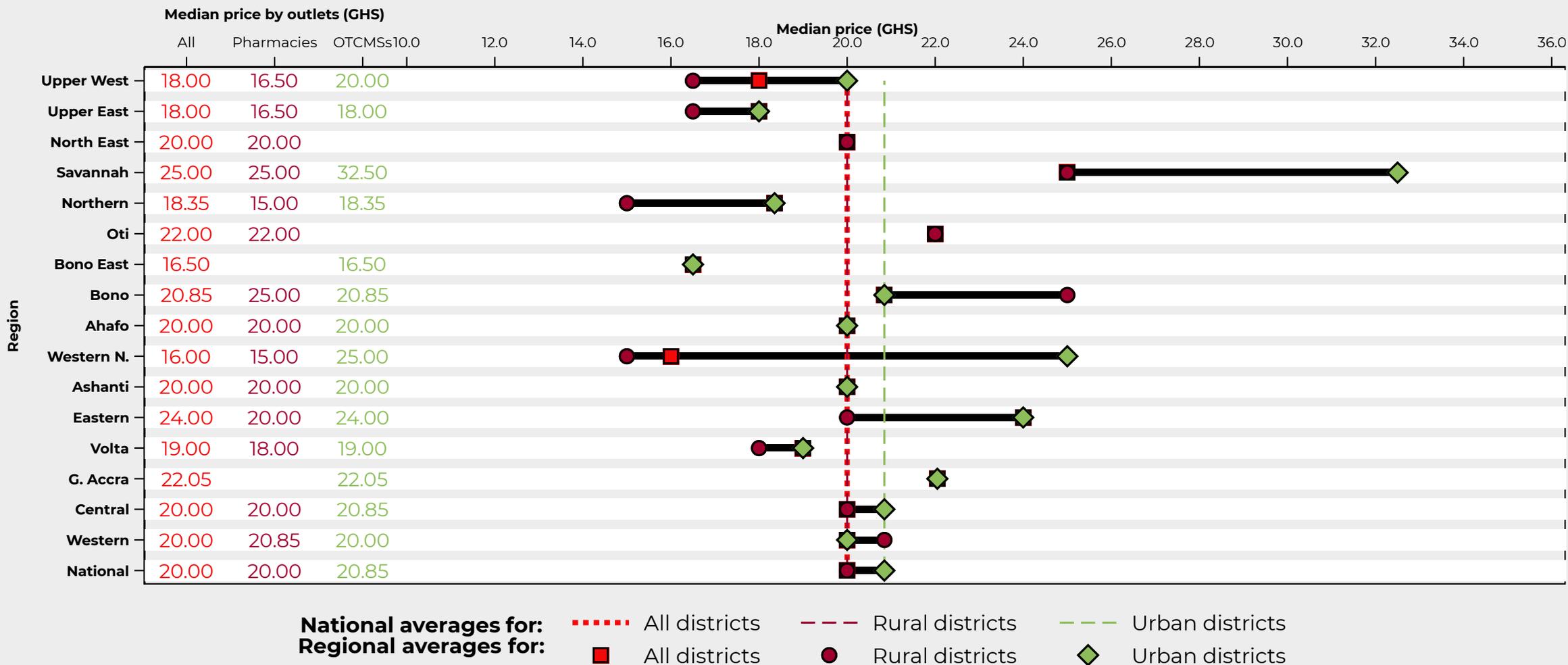
Median retail price of all brands of chlorhexidine di gluconate 7.1% gel across all outlets

Pharmacies – GHS 20.80
OTCMs – GHS 20.00

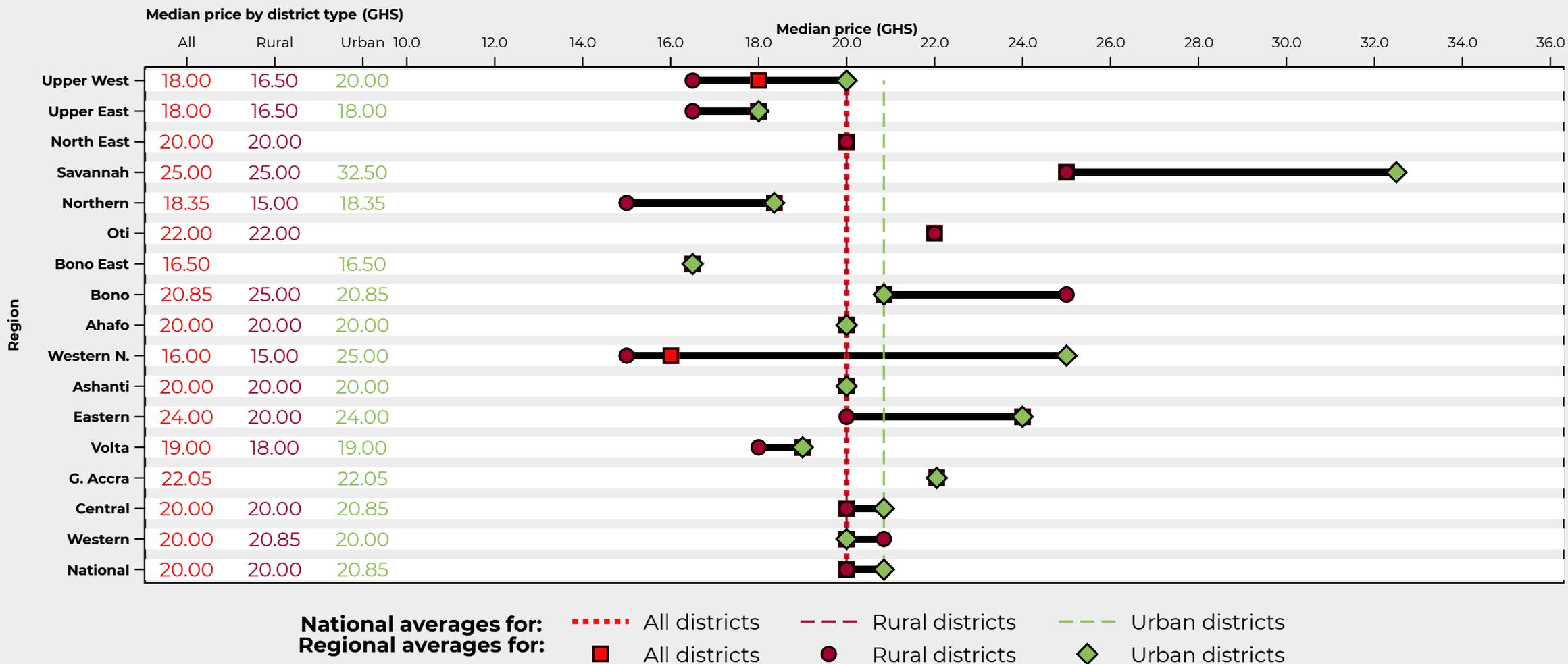
Rural districts – GHS 20.00
Urban districts – GHS 20.80



Price profile of chlorhexidine digluconate 7.1% gel by region and type of outlet



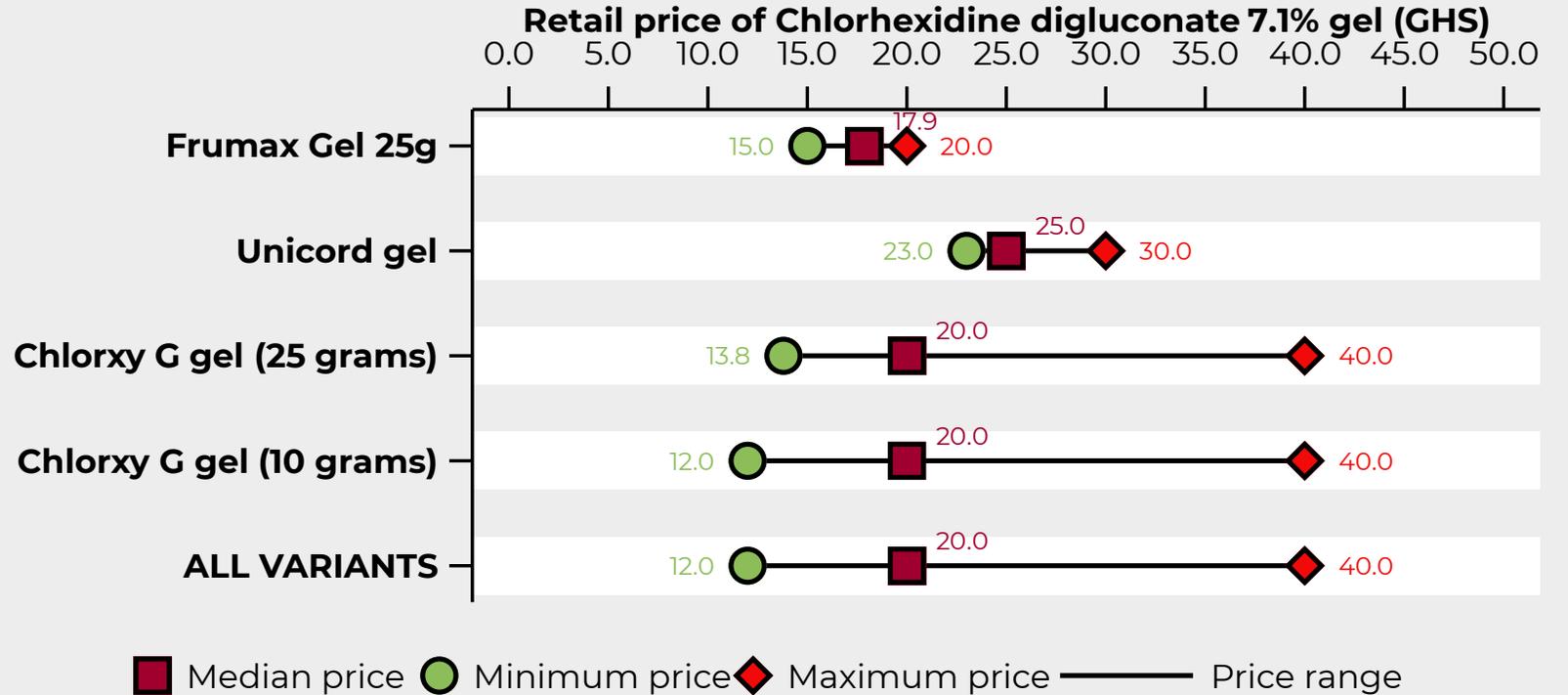
Price profile of chlorhexidine digluconate 7.1% gel by type of district



Price profile of brands of chlorhexidine digluconate 7.1% gel

GHS 20.00

Median retail price of all brands of chlorhexidine digluconate 7.1% gel across all outlets



NOTE: IM= Intra-muscular injectables; SC: subcutaneous injectables

Price profile of brands of chlorhexidine digluconate 7.1% gel by type of outlet

GHS 20.00

Median price

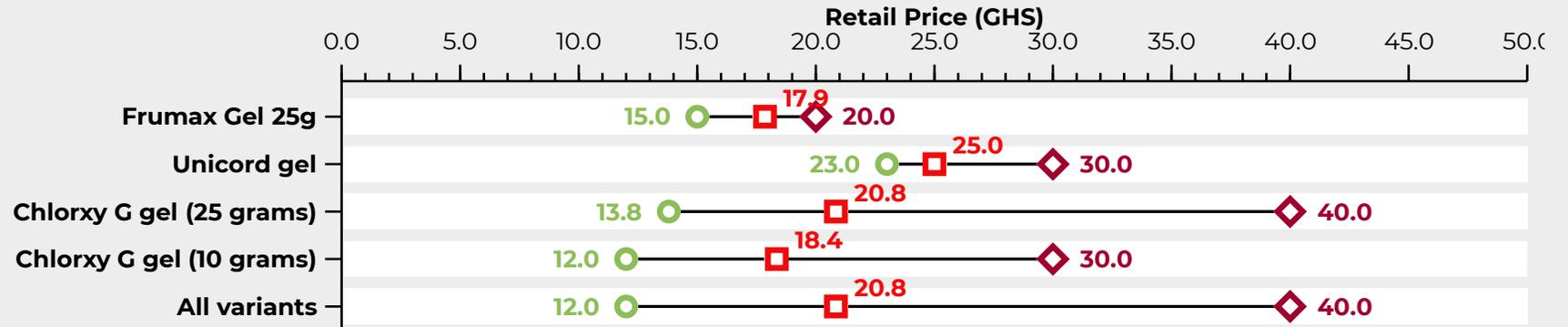
GHS 20.80

Pharmacies

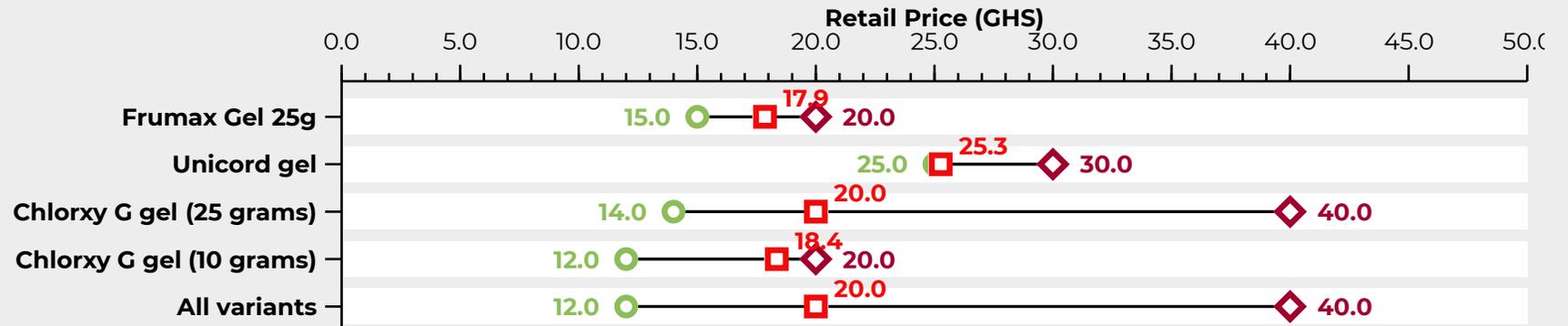
GHS 20.0

OTCMSSs

Pharmacies



OTCMSSs



■ Median price
 ● Minimum price
 ◆ Maximum price
 — Price range



Price profile of chlorhexidine digluconate 7.1% gel by type of district

GHS 20.00

Median price

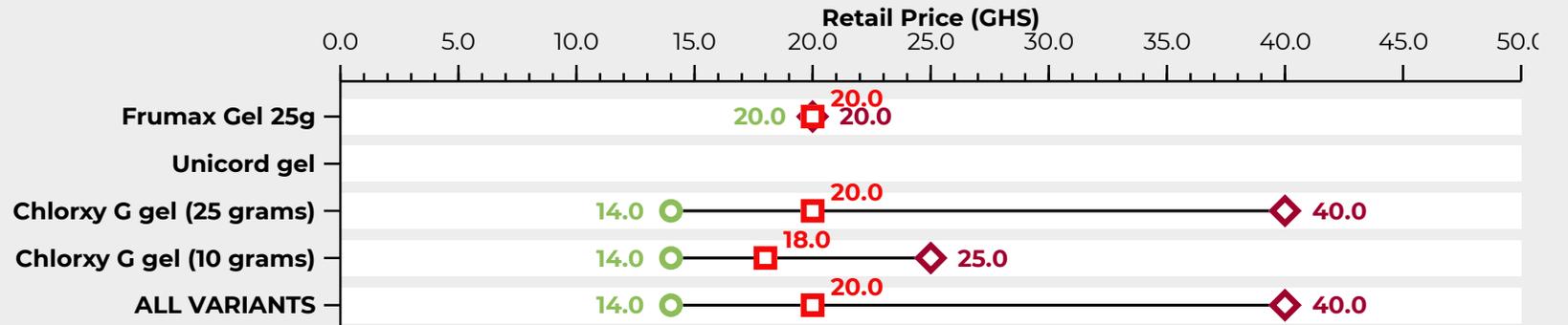
GHS 20.80

Rural districts

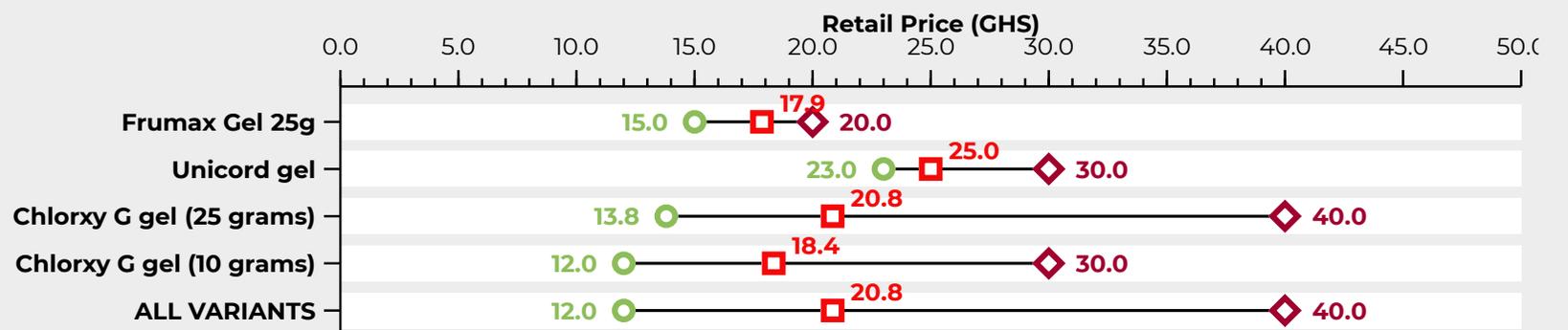
GHS 20.0

Urban districts

Rural districts



Urban districts

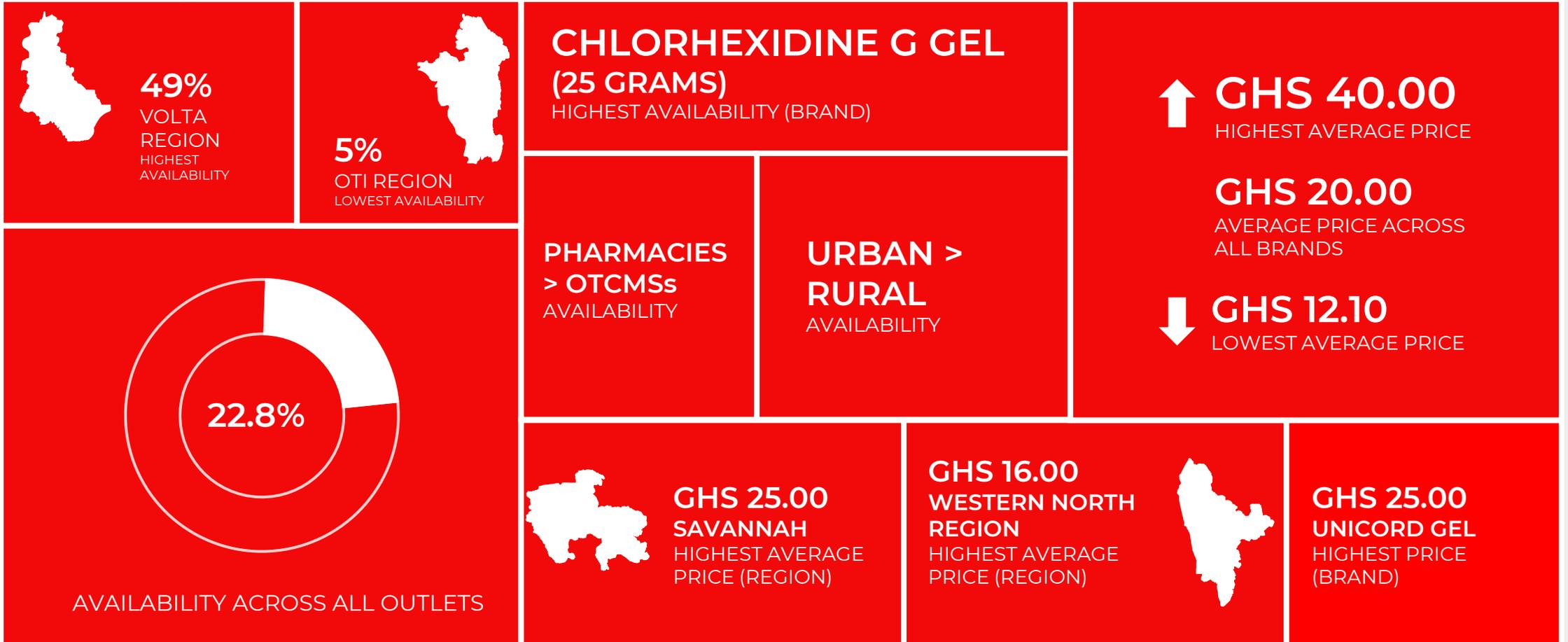


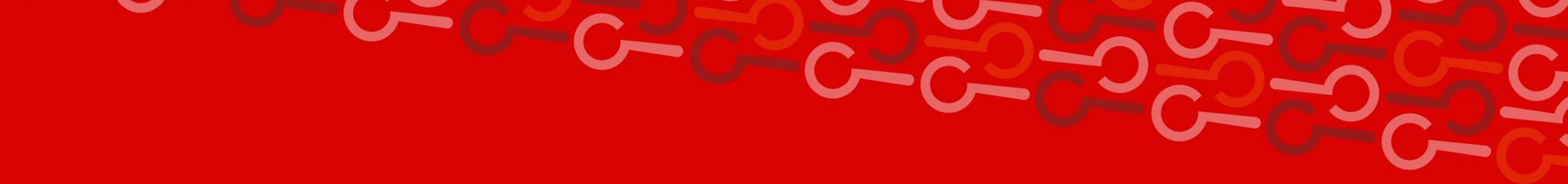
■ Median price
 ● Minimum price
 ◆ Maximum price
 — Price range





Key findings- Chlorhexidine digluconate 7.1% gel





11. Oral Rehydration Salt (ORS)

Maternal and Child Health Product

Oral Rehydration Salt (ORS) Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

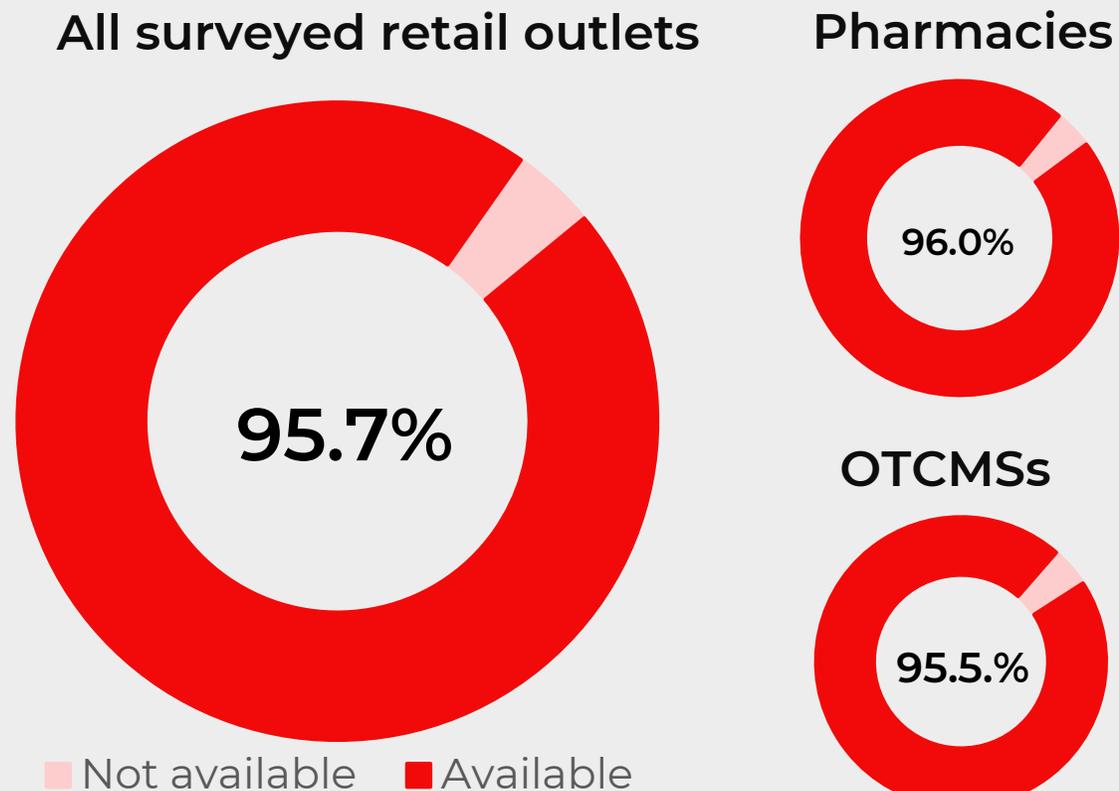
SAMPLED RETAIL
OUTLETS

Per Sachet

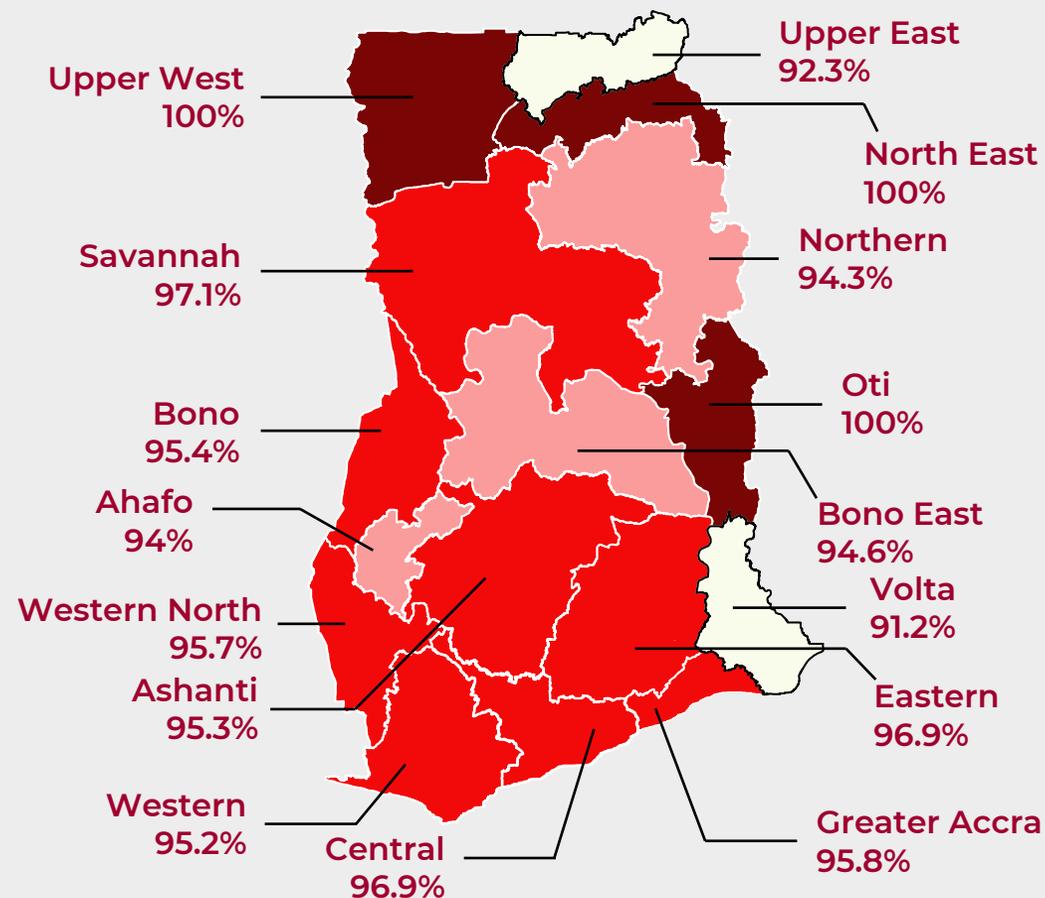
COST ANALYSIS UNIT
OF MEASUREMENT



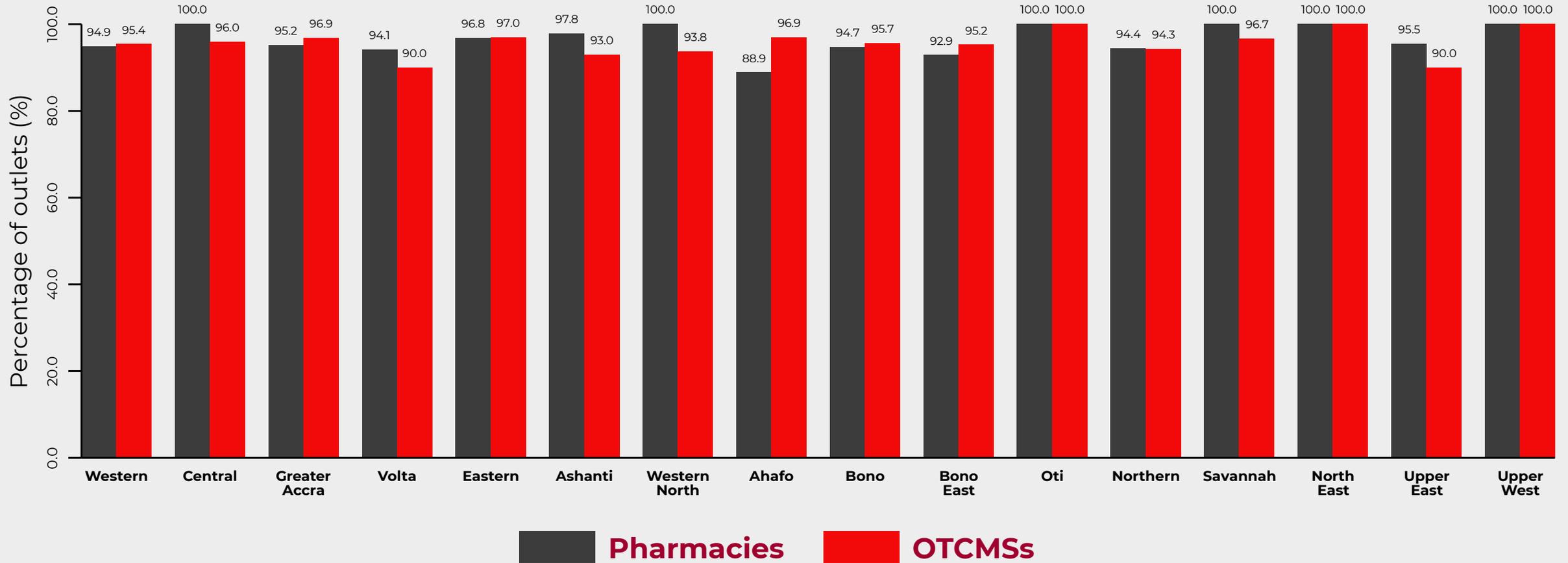
Availability of ORS by type of outlet & region



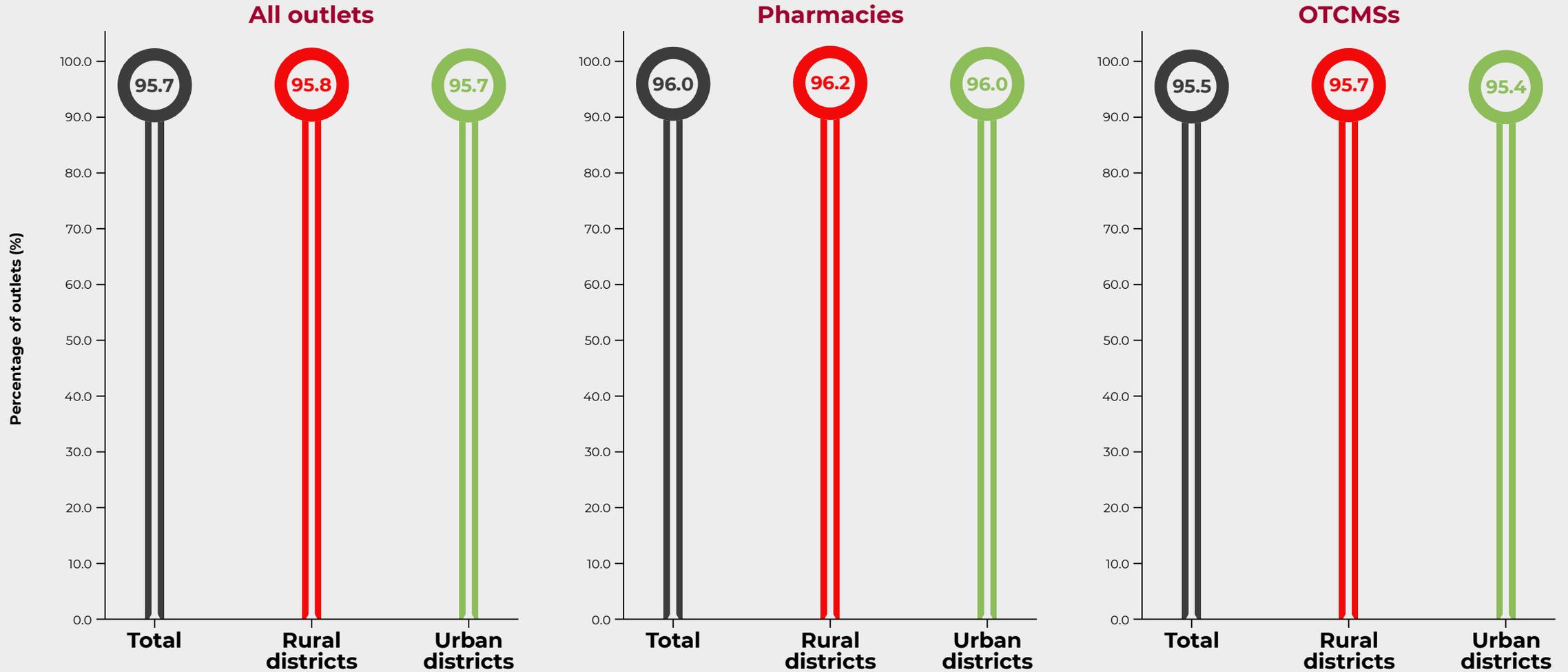
Regional estimates

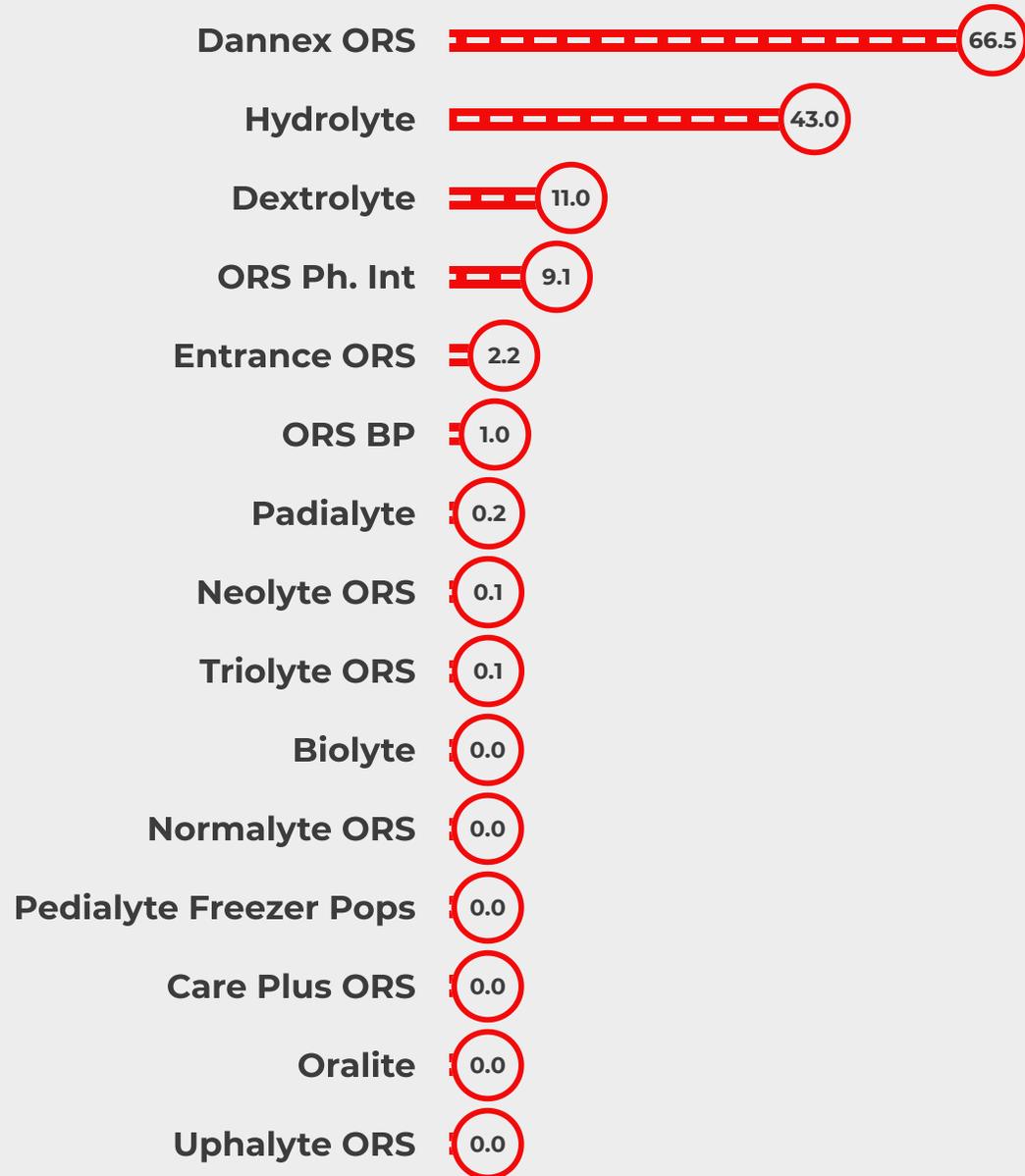


Availability of ORS by region and type of outlet



Availability of ORS by type of district & outlet

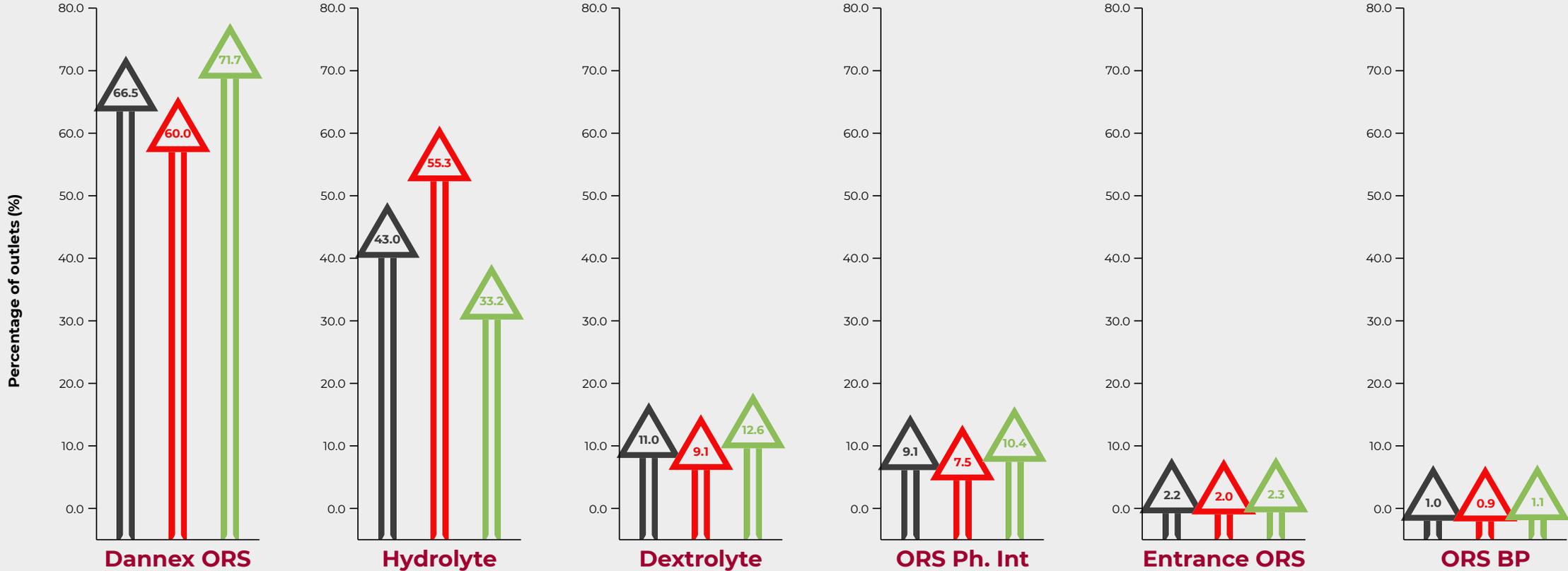




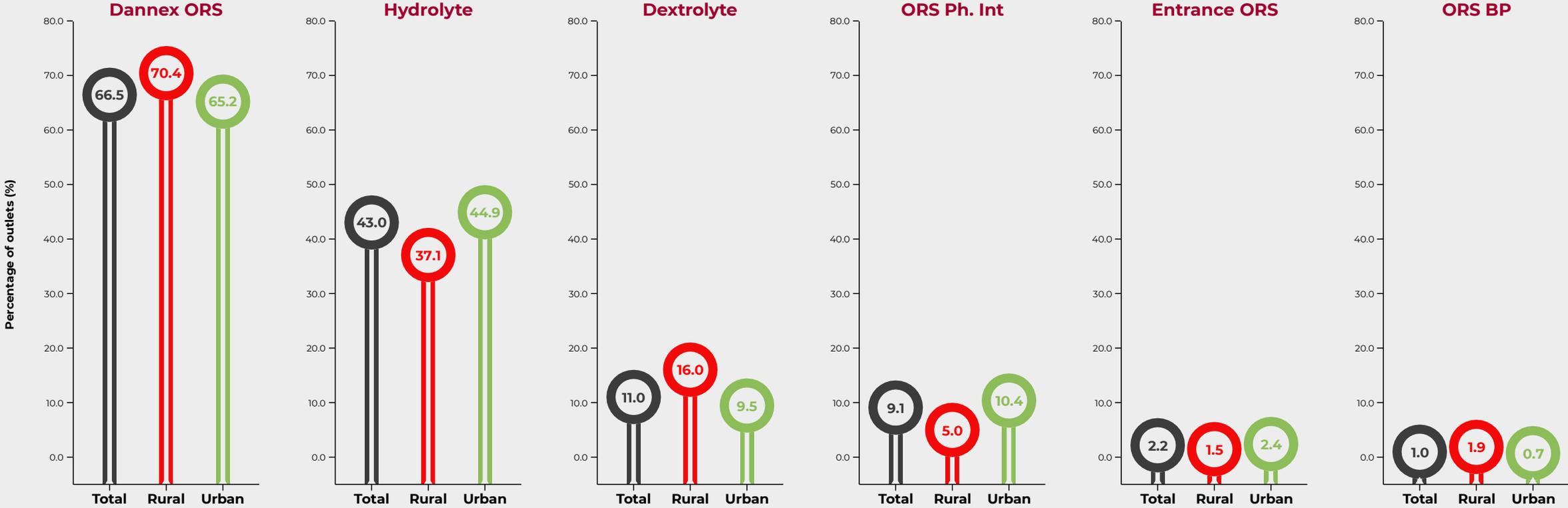
Availability of brands of ORS

Availability of brands of ORS by type of outlet

△ All outlets △ Pharmacies △ OTCMSs



Availability of brands of ORS by type of district

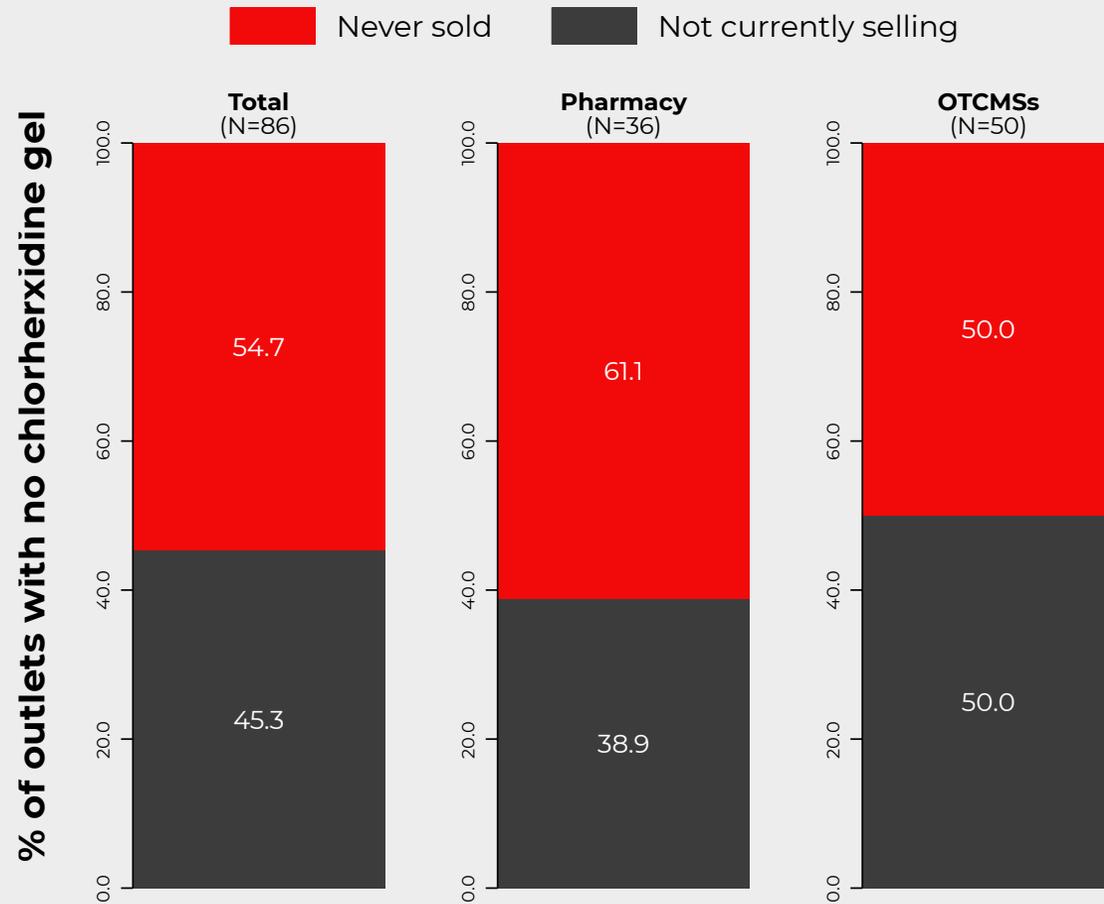


Availability of brands of ORS by region

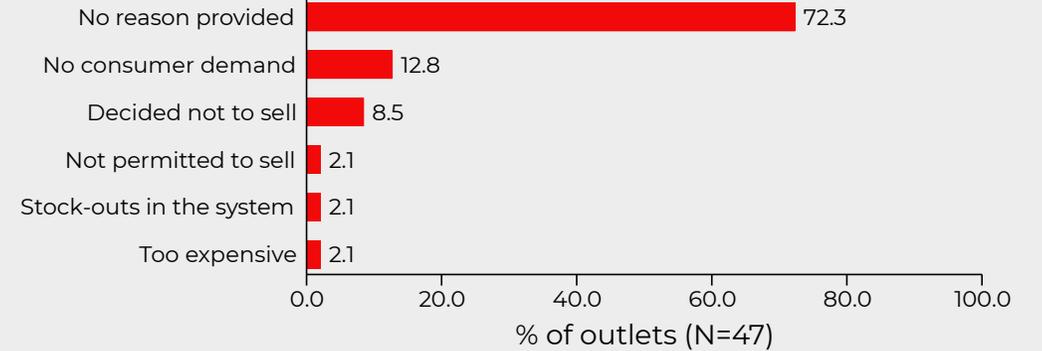
ORS brand	Region																Total
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savanna h	North East	Upper East	Upper West	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
N	126	160	683	57	130	382	47	50	65	56	34	53	35	37	52	45	2,012
Dannex ORS	59.5	66.2	68.2	77.2	73.8	55.5	70.2	52.0	49.2	75.0	88.2	79.2	85.7	83.8	63.5	86.7	66.5
Hydrolyte	38.9	45.0	43.0	38.6	23.1	62.3	25.5	50.0	26.2	33.9	55.9	43.4	28.6	24.3	44.2	8.9	43.0
Dextrolyte	15.9	13.1	4.8	38.6	9.2	10.7	23.4	10.0	20.0	12.5	20.6	24.5	20.0	2.7	11.5	6.7	11.0
ORS BP	0.0	0.0	0.1	1.8	0.0	2.1	14.9	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ORAL Rehydration salts Ph. Int	15.1	6.9	11.6	8.8	8.5	6.0	6.4	0.0	20.0	16.1	8.8	3.8	5.7	0.0	3.8	2.2	9.1
Biolyte	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Triolyte ORS	0.0	0.0	0.0	1.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Uphalyte ORS	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Care Plus ORS	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pedialyte Freezer Pops	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oralite	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Neolyte ORS	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Triolal ORS	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normalyte ORS	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Badelyte	0.0	0.0	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Entrance ORS	1.6	3.8	2.5	1.8	3.1	1.0	0.0	0.0	3.1	3.6	0.0	0.0	0.0	0.0	5.8	6.7	2.2

Sales history of ORS in retail outlets

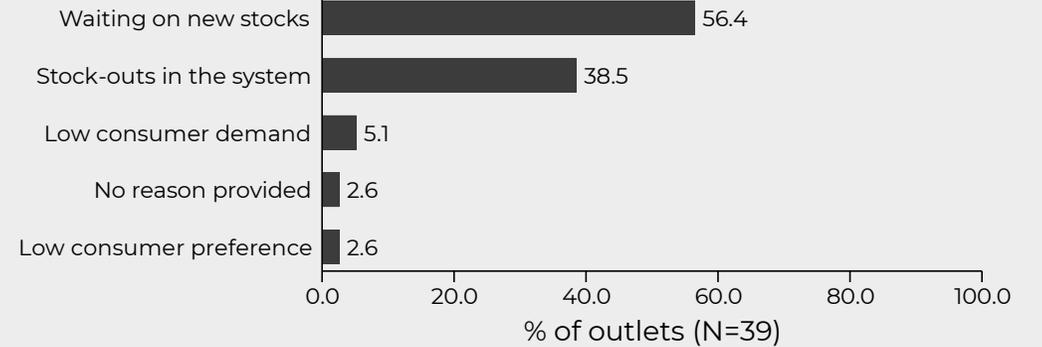
History of sales among outlets not currently selling



Reasons for never selling



Reasons for not currently selling

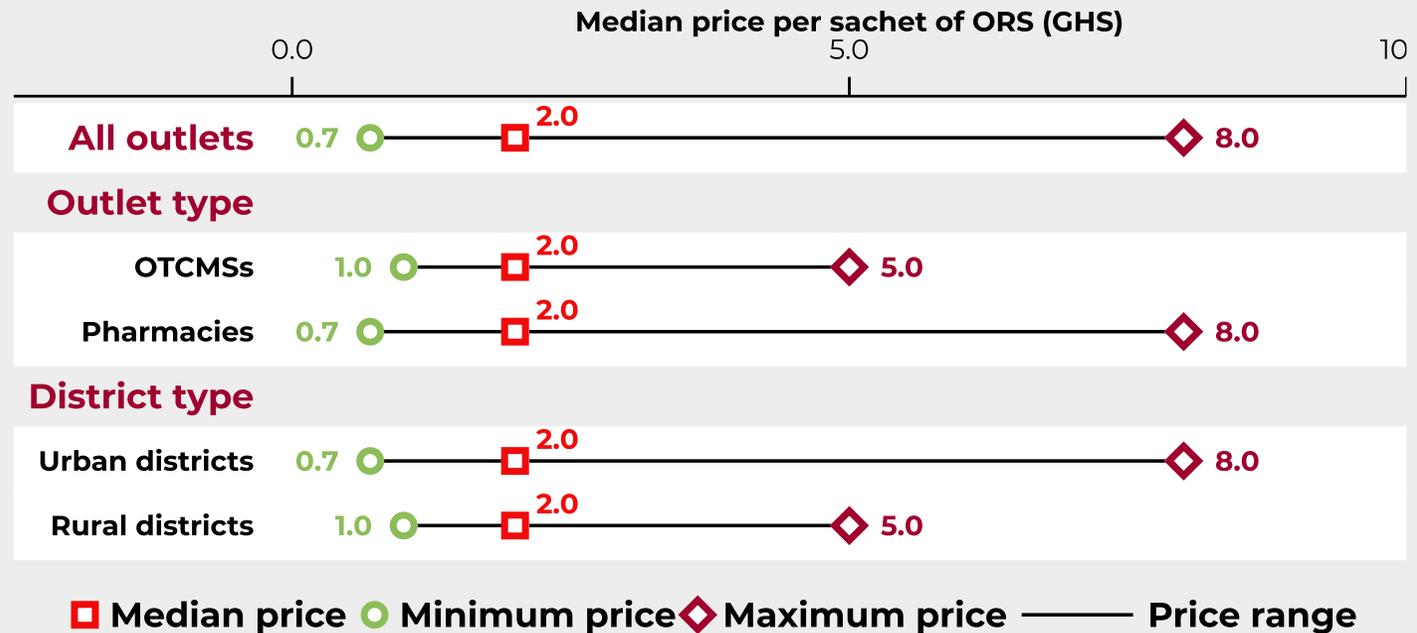


Price profile of ORS by type of outlet & district

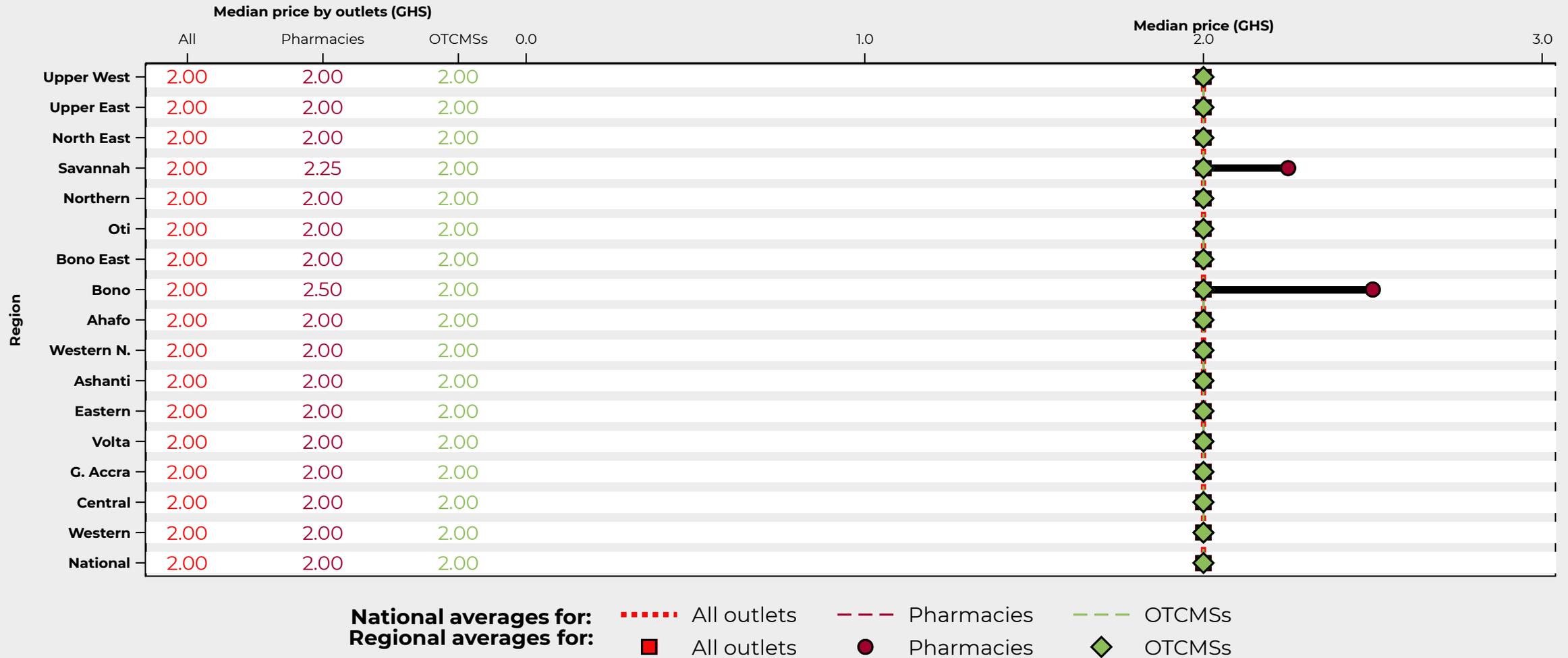
GHS 2.00

Median retail price of all ORS brands across all outlets

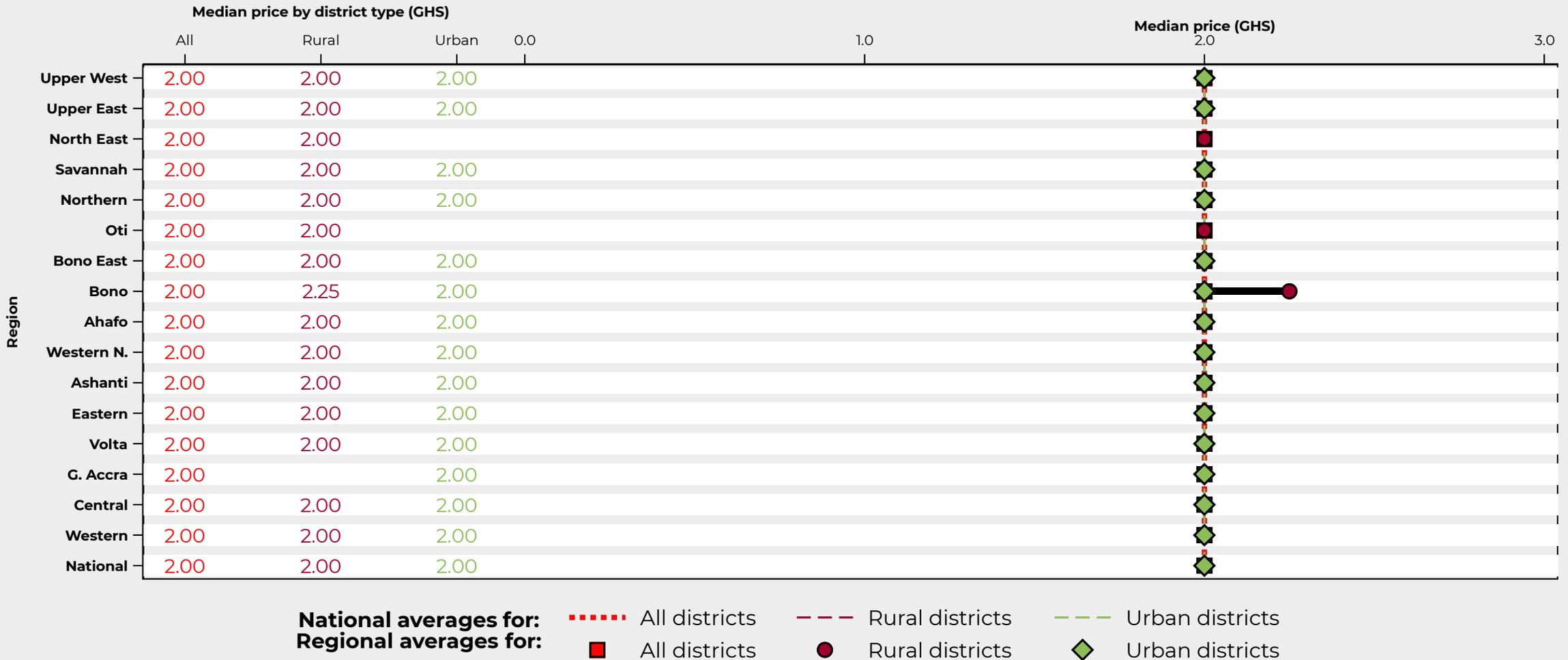
- Pharmacies – GHS 2.00
- OTCMs – GHS 2.00
- Rural districts – GHS 2.00
- Urban districts – GHS 2.00



Price profile of ORS by type of outlet & region



Price profile of ORS by region & type of district



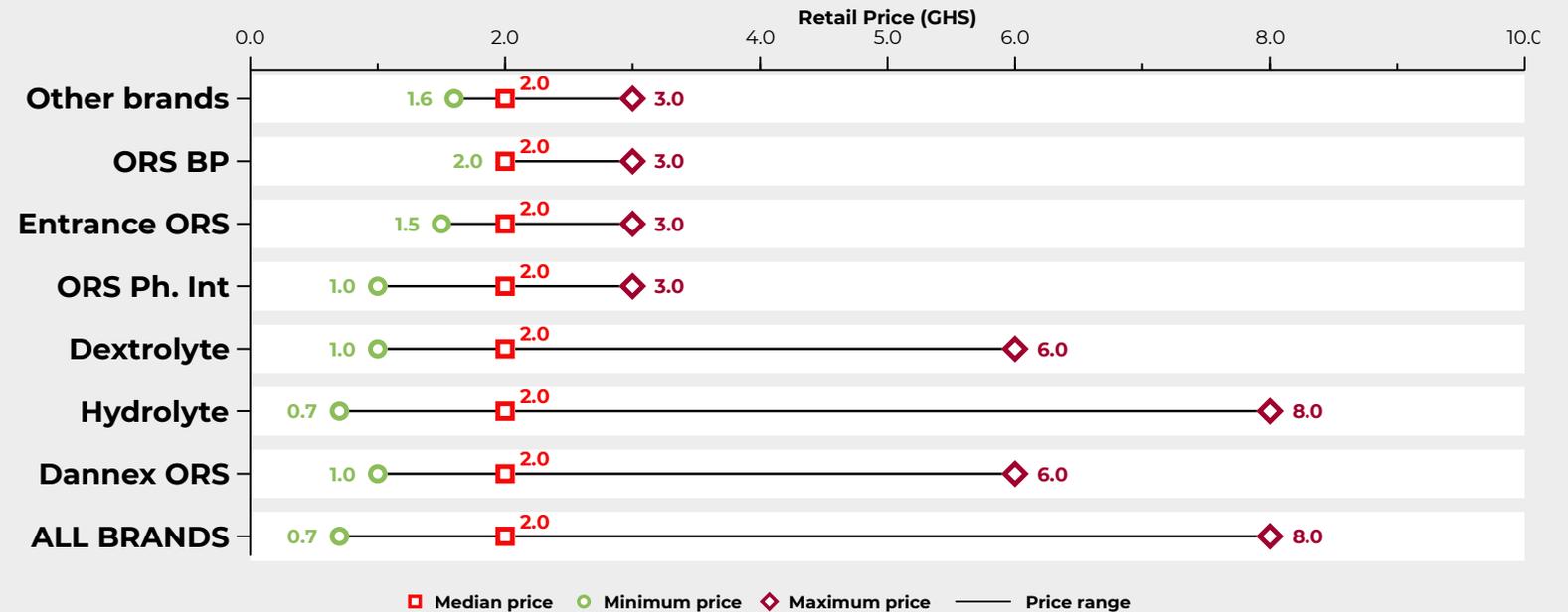
Price profile of brands of ORS

GHS 2.00

Range: GHS 0.7 – 8.0

Median retail price of ORS
across all outlets

All outlets



Price profile of brands of ORS by type of outlet

GHS 2.00

Median price

GHS 2.00

Pharmacies

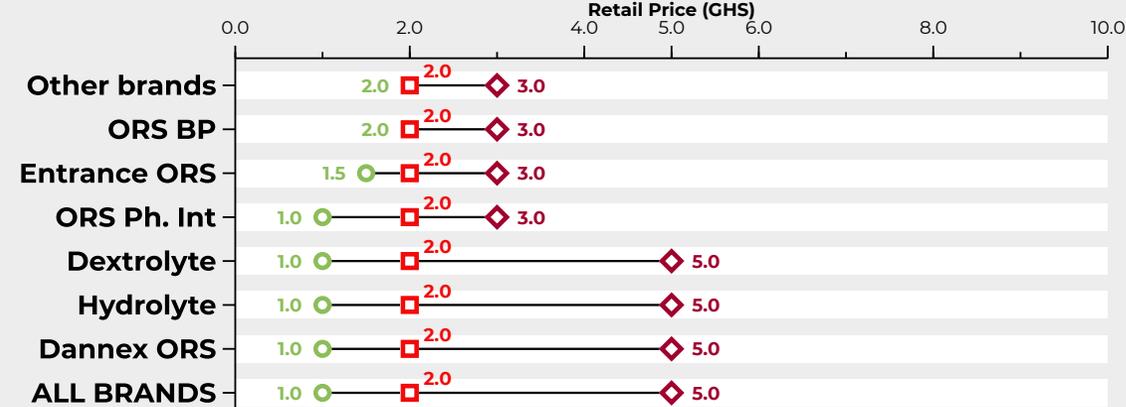
GHS 2.00

OTCMSSs

Pharmacies



OTCMSSs



■ Median price
 ○ Minimum price
 ◇ Maximum price
 — Price range



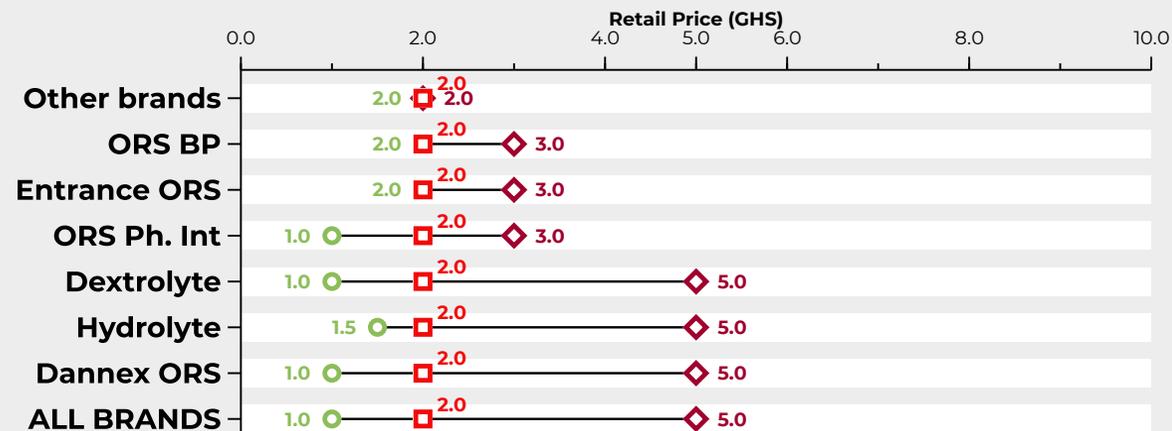
Price profile of ORS by type of district

GHS 2.00
Median price

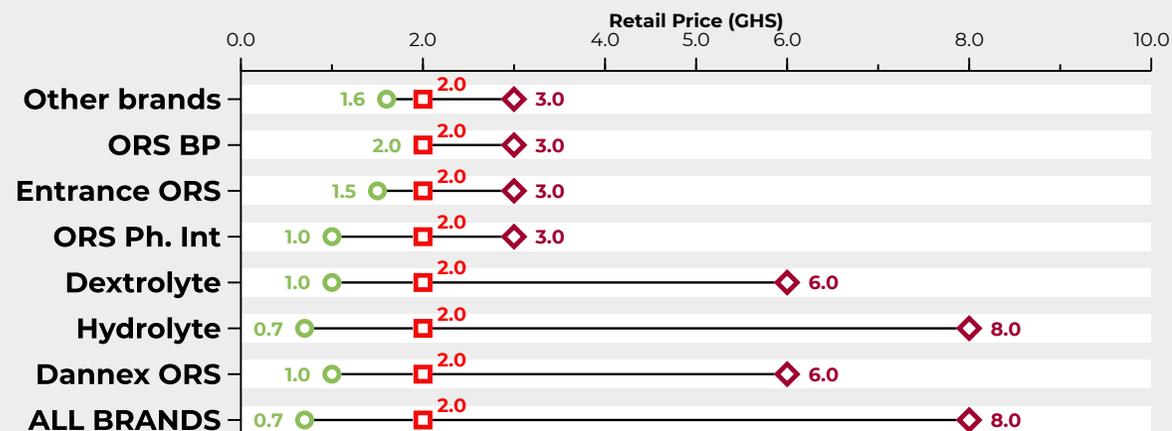
GHS 2.00
Rural districts

GHS 2.00
Urban districts

Rural districts



Urban districts



■ Median price
 ● Minimum price
 ◆ Maximum price
 — Price range

Key findings- Oral Rehydration Salt





12. Zinc

Maternal and Child Health Product

Zinc Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

2,012

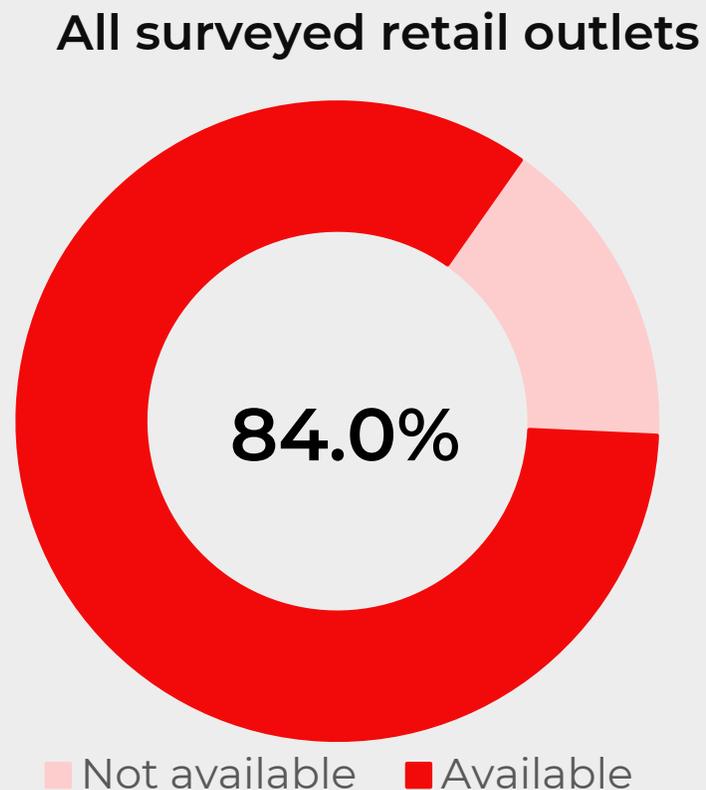
SAMPLED RETAIL
OUTLETS

Per
strip

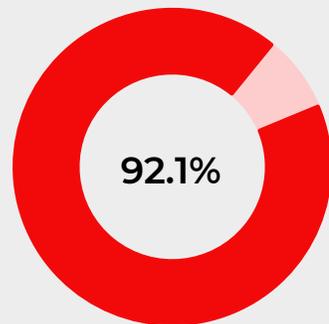
COST ANALYSIS UNIT
OF MEASUREMENT



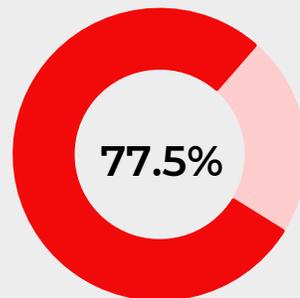
Availability of zinc by type of outlet & region



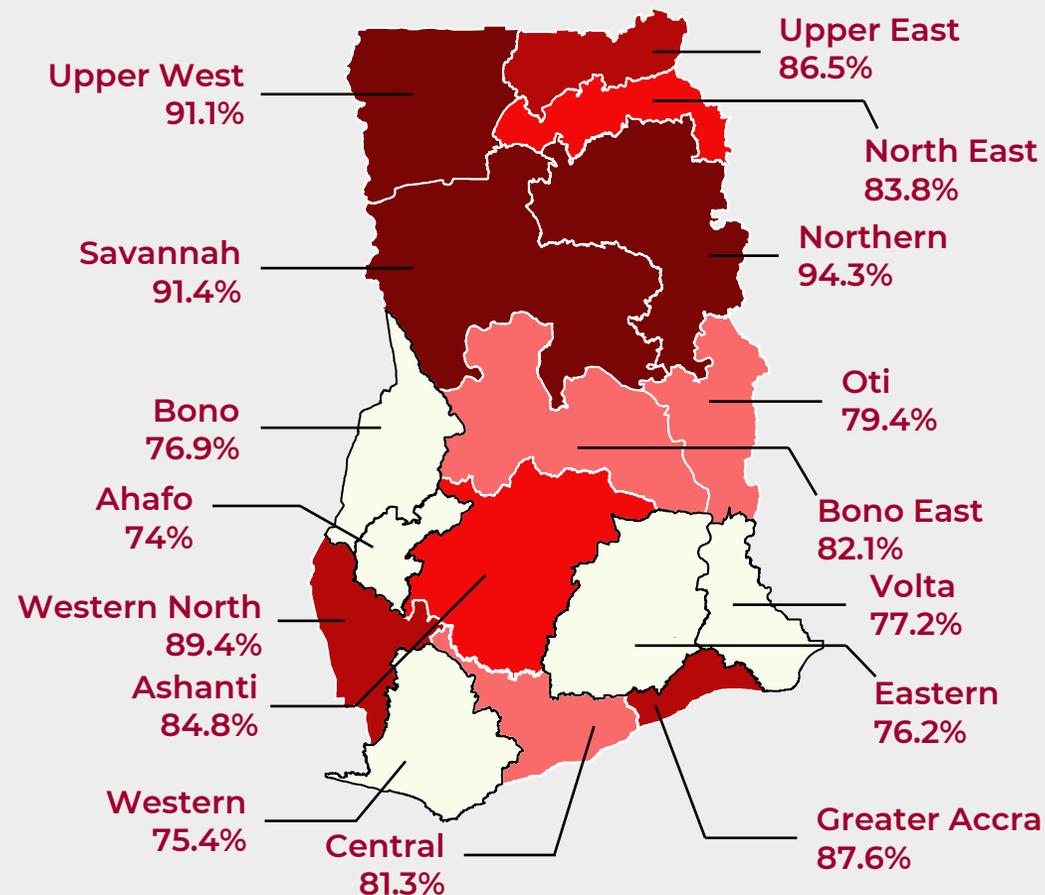
Pharmacies



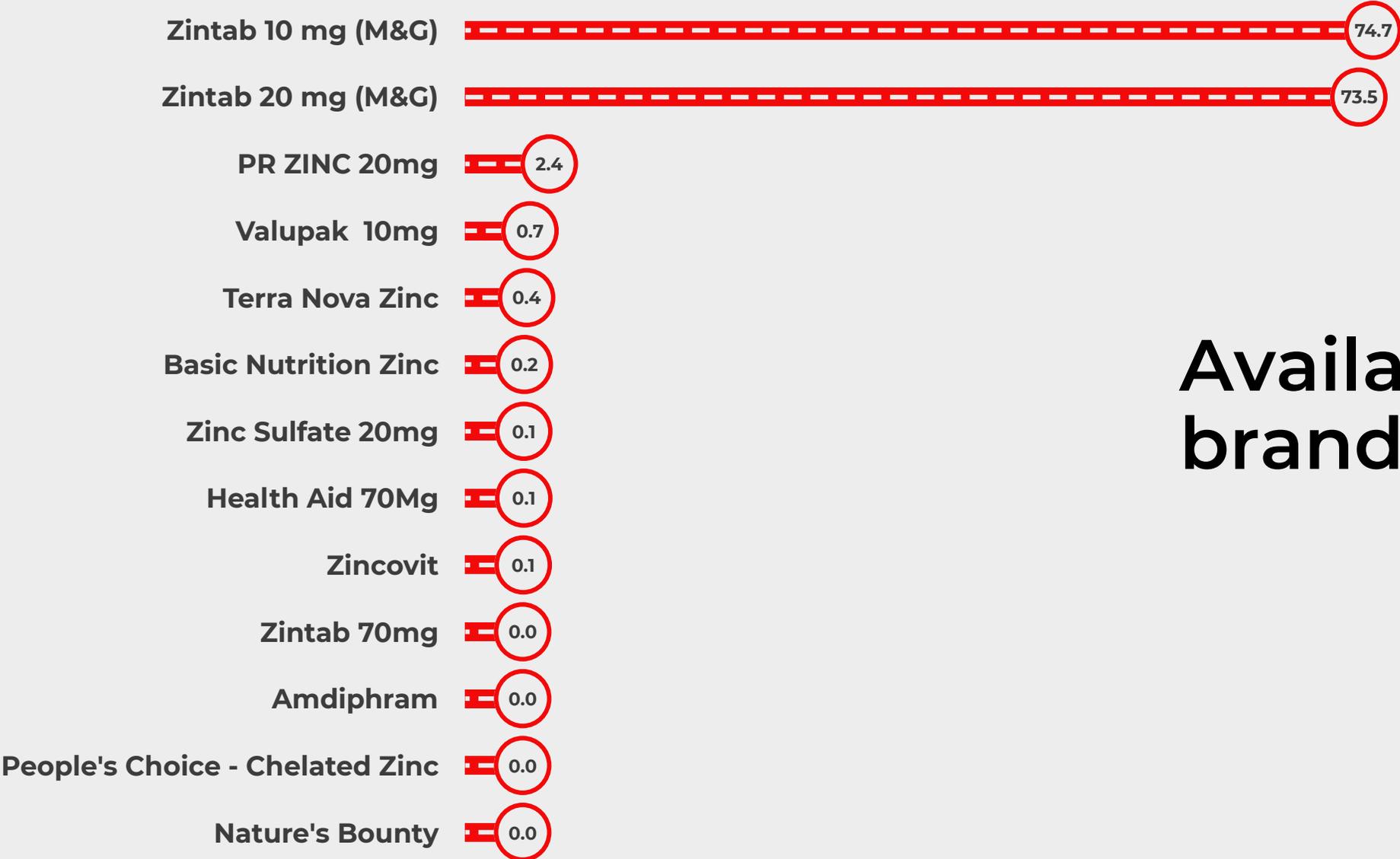
OTCMSSs



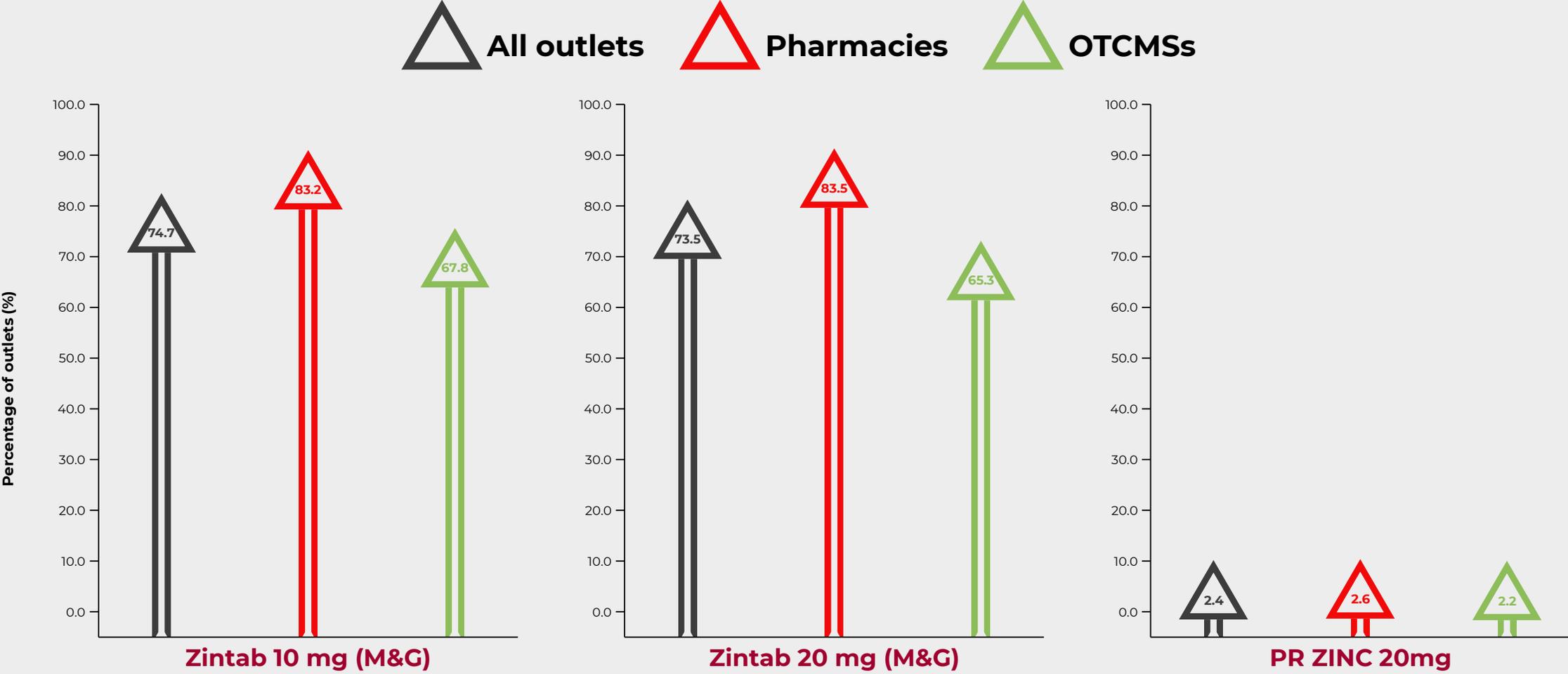
Regional estimates



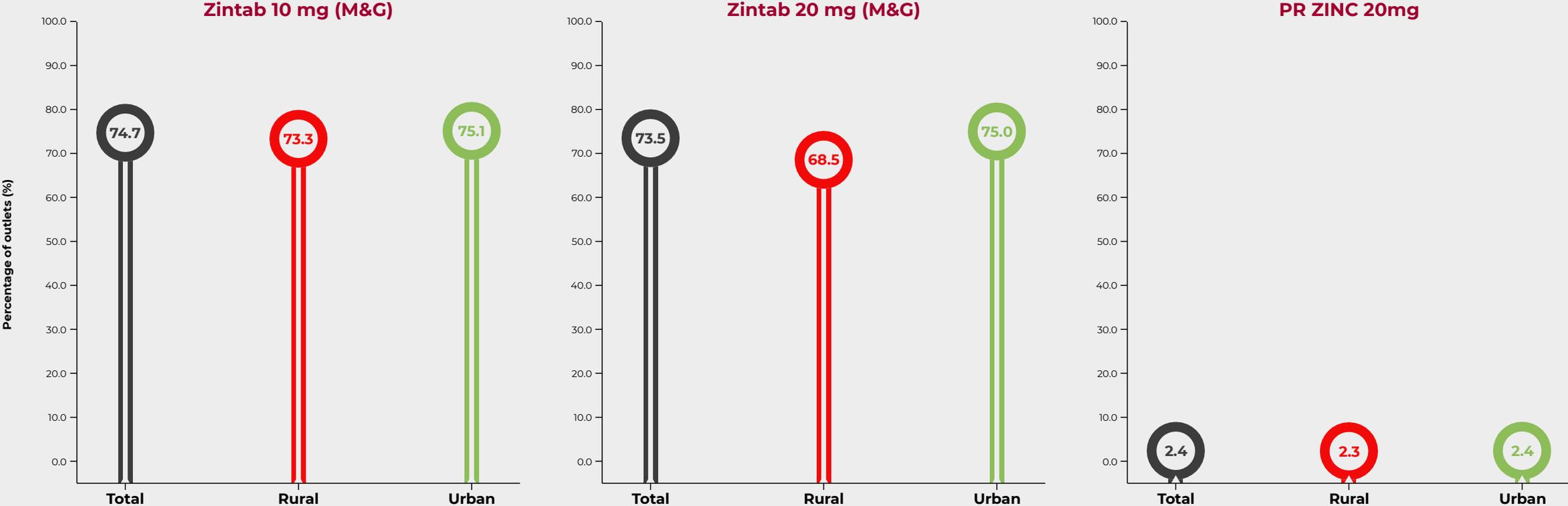
Availability of brands of zinc



Availability of brands of zinc by type of outlet



Availability of brands of zinc by type of outlet & district



Availability of brands of zinc by region

	Regions																
	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Western North	Ahafo	Bono	Bono East	Oti	Northern	Savannah	North East	Upper East	Upper West	Total
N	126	160	683	57	130	382	47	50	65	56	34	53	35	37	52	45	2,012
ZIN Brands	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
PR ZINC 20mg	2.4	1.2	1.0	3.5	3.8	1.0	4.3	0.0	3.1	0.0	0.0	7.5	2.9	8.1	23.1	2.2	2.4
Zintab 10 mg (M&G)	69.0	74.4	76.7	66.7	61.5	77.2	76.6	66.0	63.1	69.6	79.4	86.8	85.7	78.4	76.9	86.7	74.7
Zintab 20 mg (M&G)	66.7	68.1	79.8	61.4	67.7	74.6	76.6	68.0	63.1	73.2	70.6	84.9	68.6	67.6	61.5	66.7	73.5
Valupak 10mg	2.4	0.6	1.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.7
Terra Nova Zinc	0.8	0.6	0.1	1.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	2.2	0.4
Basic Nutrition Zinc	0.0	0.0	0.3	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.2
Zinc Sulfate 20mg	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.1
Health Aid 70Mg	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zincovit	0.0	0.0	0.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Amdiphram	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nature's Bounty	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
People's Choice - Chelated Zinc	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zintab 70mg	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ALL BRANDS	75.4	81.2	87.6	77.2	76.2	84.8	89.4	74.0	76.9	82.1	79.4	94.3	91.4	83.8	86.5	91.1	84.0

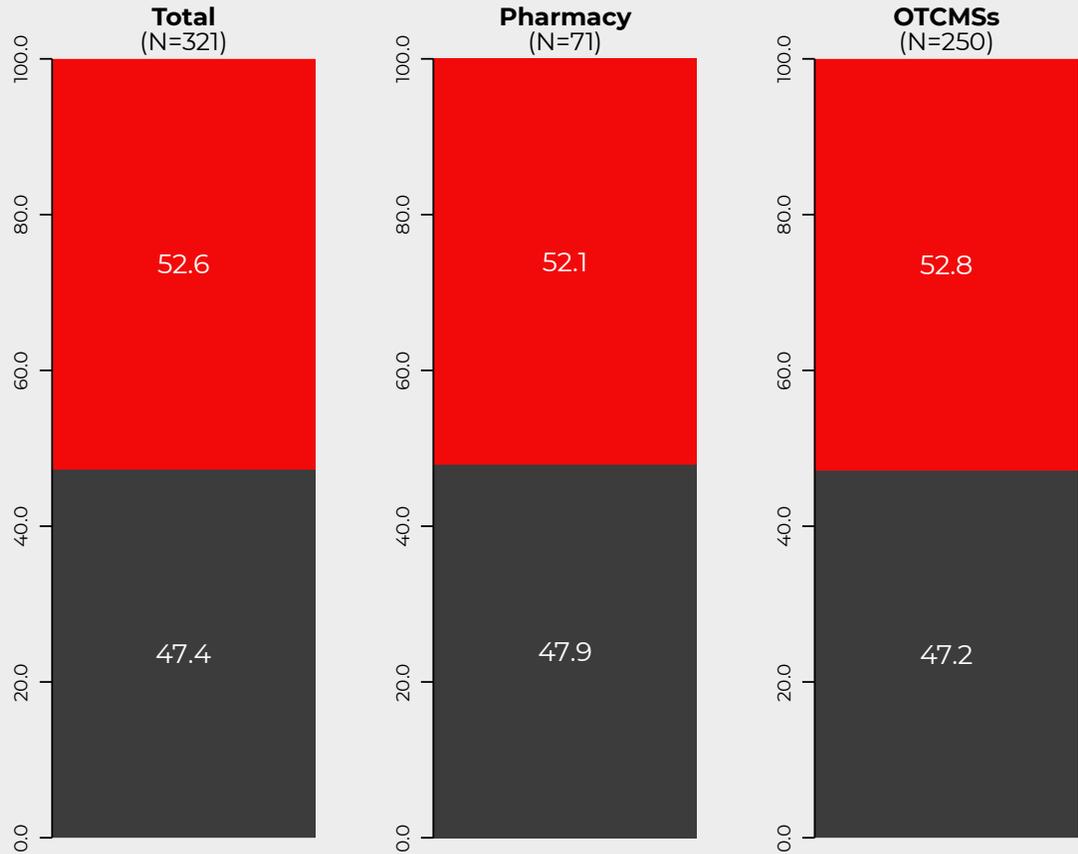


Sales history of zinc in retail outlet

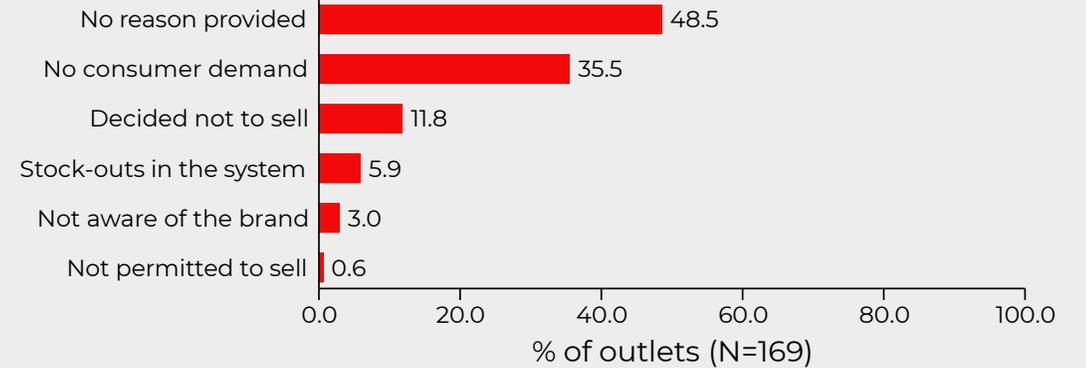
History of sales among outlets not currently selling

■ Never sold
 ■ Not currently selling

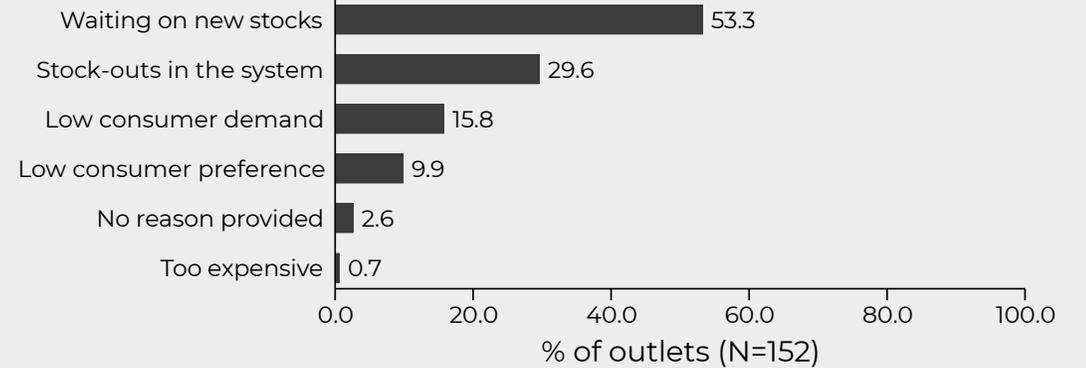
% of outlets with no chlorhexidine gel



Reasons for never selling



Reasons for not currently selling



Price profile of zinc by type of outlet & district

GHS 2.00

Range: GHS 0.5 – 116.00

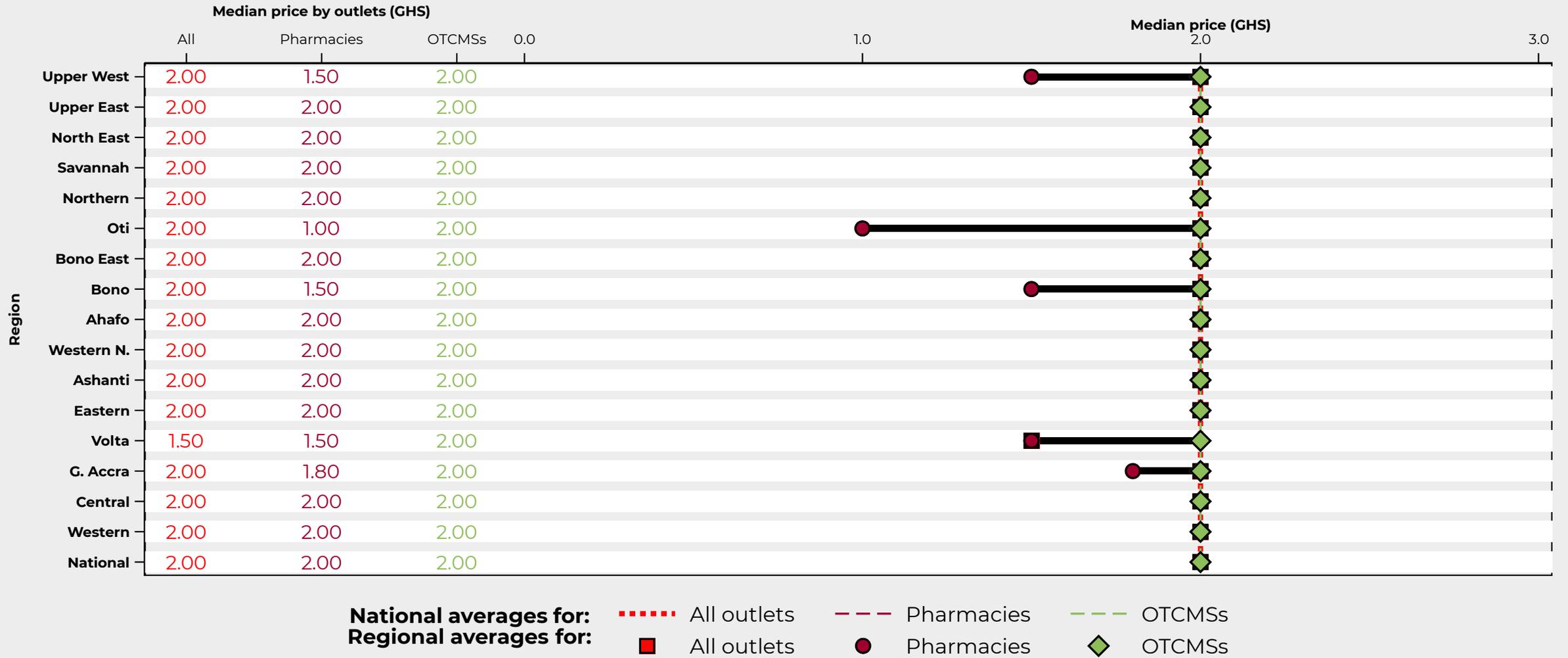
Median retail price of all ORS brands across all outlets

Pharmacies – GHS 2.00
OTCMs – GHS 2.00

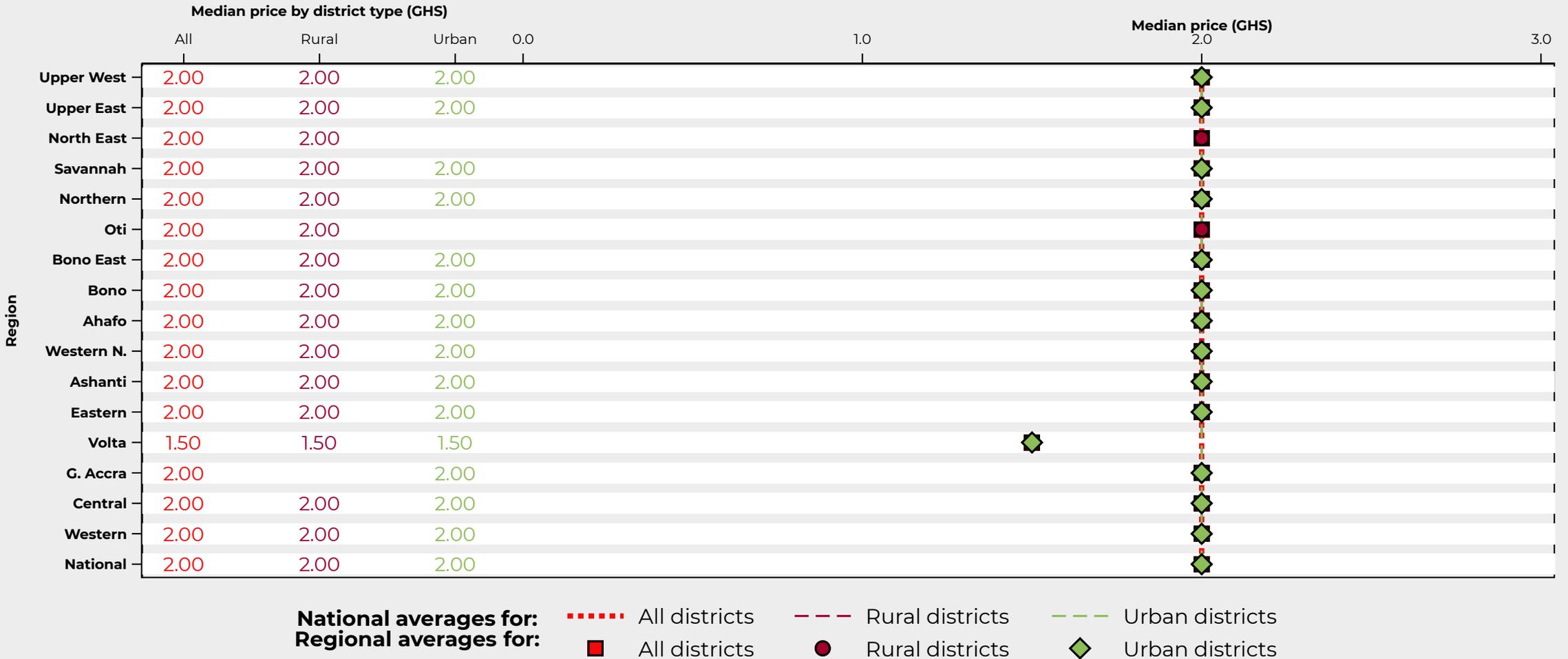
Rural districts – GHS 2.00
Urban districts – GHS 2.00



Price profile of zinc by type of outlet & region



Price profile of zinc by region & type of district



Price profile of brands of ORS

GHS 2.00

Range: GHS 0.7 – 116.0

Median retail price of ORS
across all outlets

All outlets



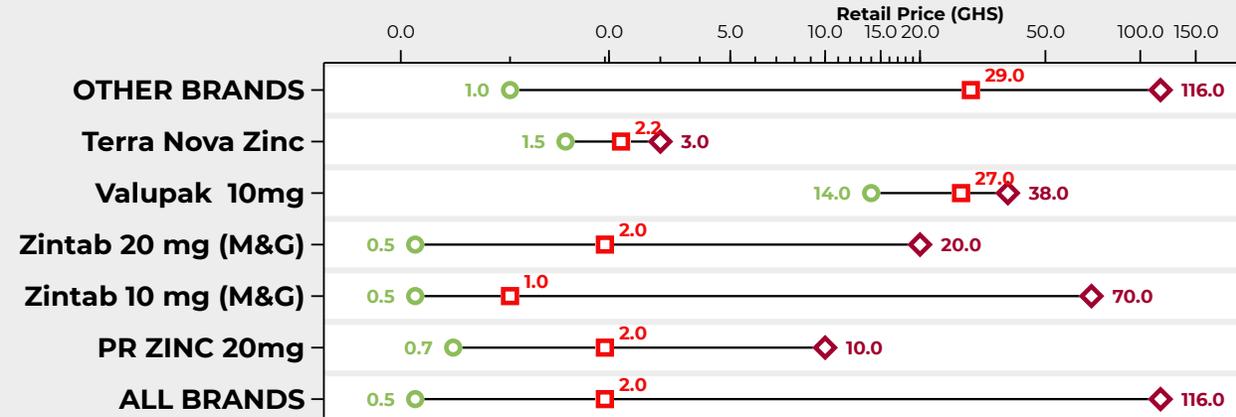
Price profile of brands of zinc by type of outlet

GHS 2.00
Median price

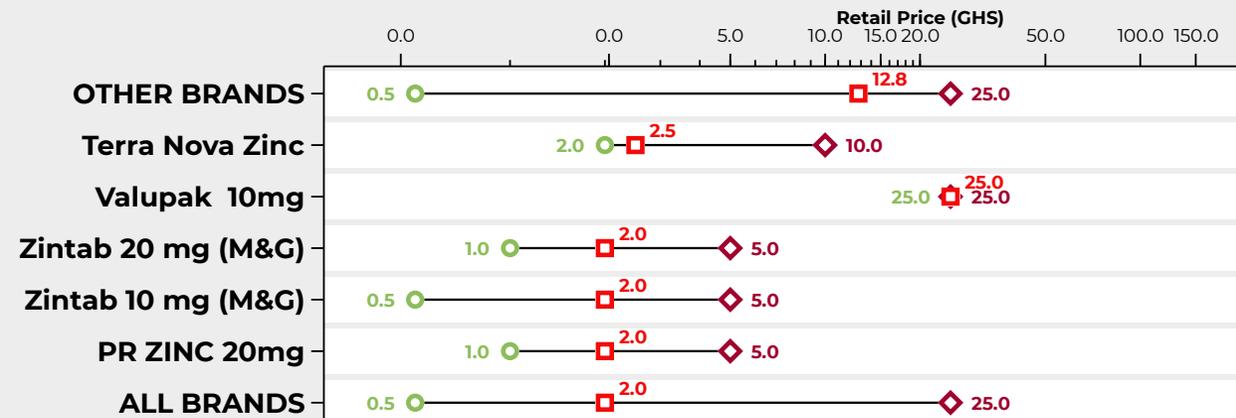
GHS 2.00
Pharmacies

GHS 2.00
OTCMSSs

Pharmacies



OTCMSSs



■ Median price
 ○ Minimum price
 ◆ Maximum price
 — Price range



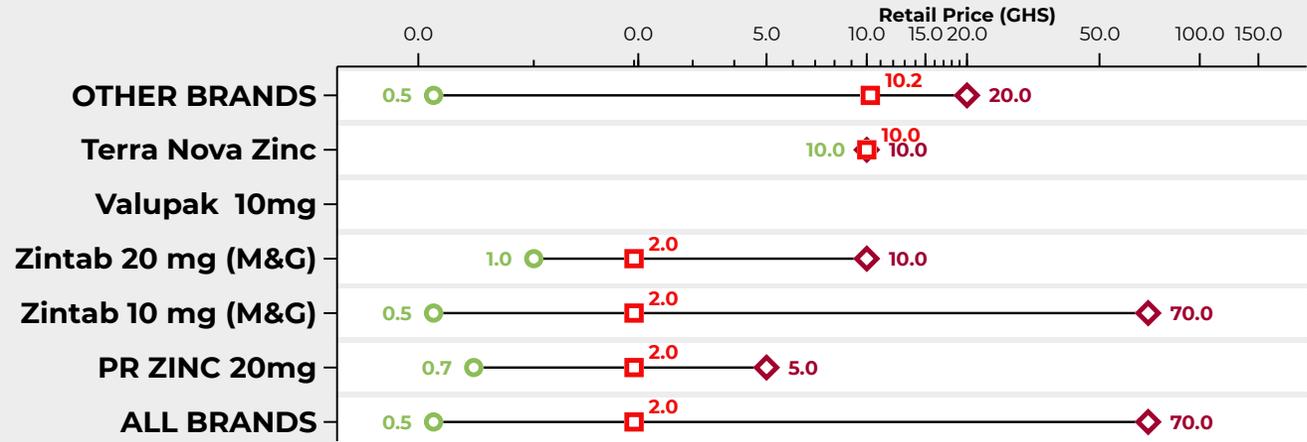
Price profile of brands of zinc by type of district

GHS 2.00
Median price

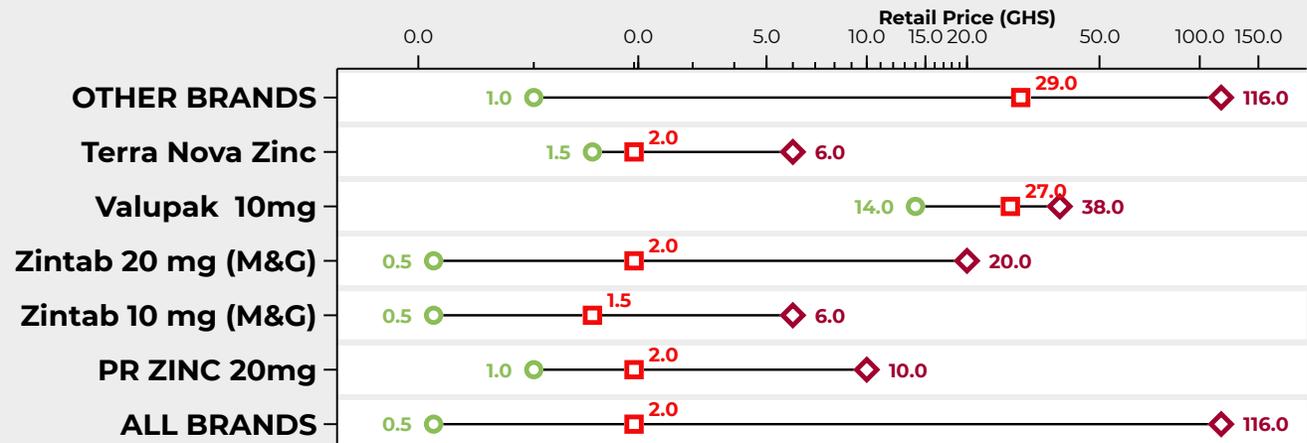
GHS 2.00
Rural districts

GHS 2.00
Urban districts

Rural districts



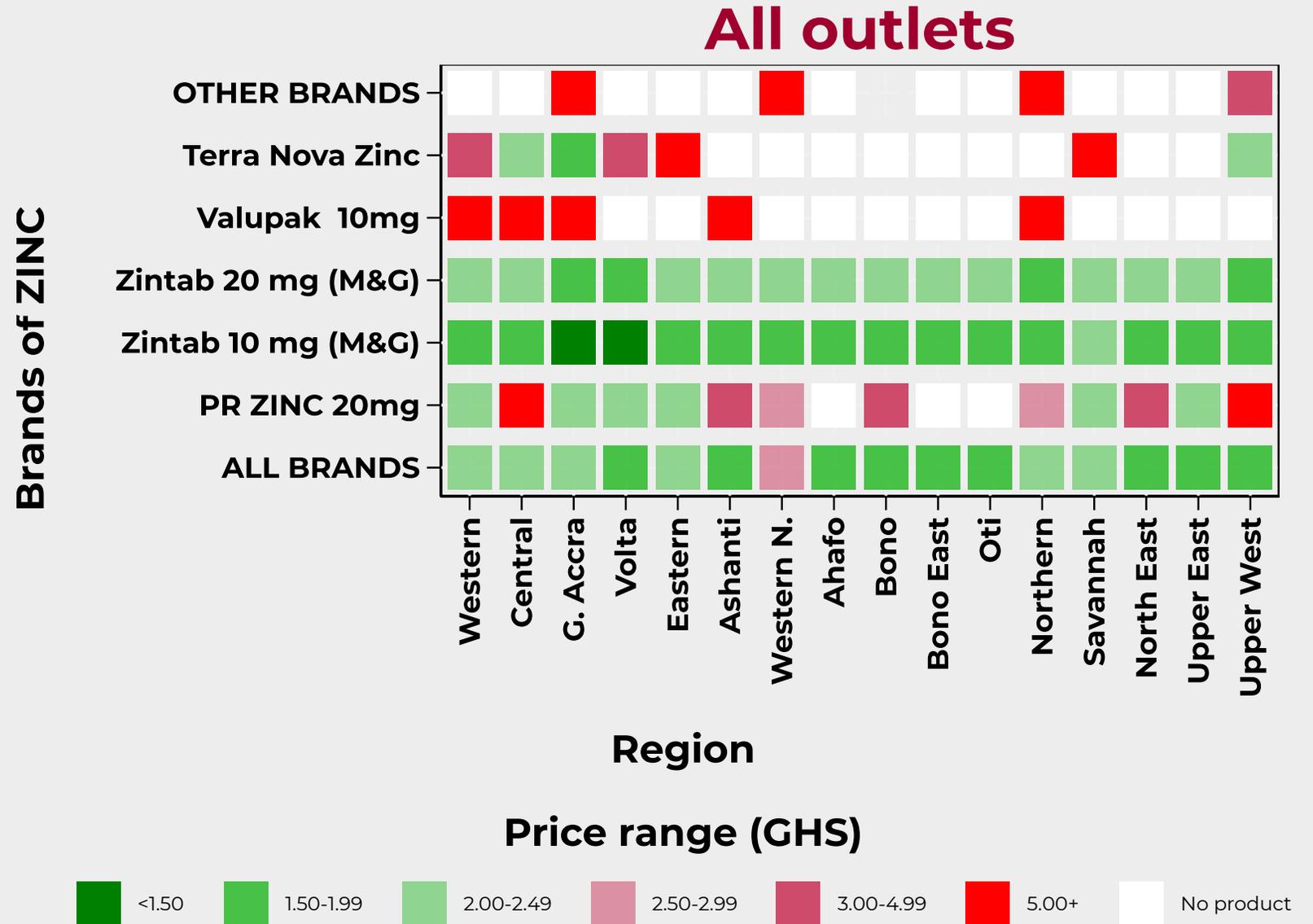
Urban districts



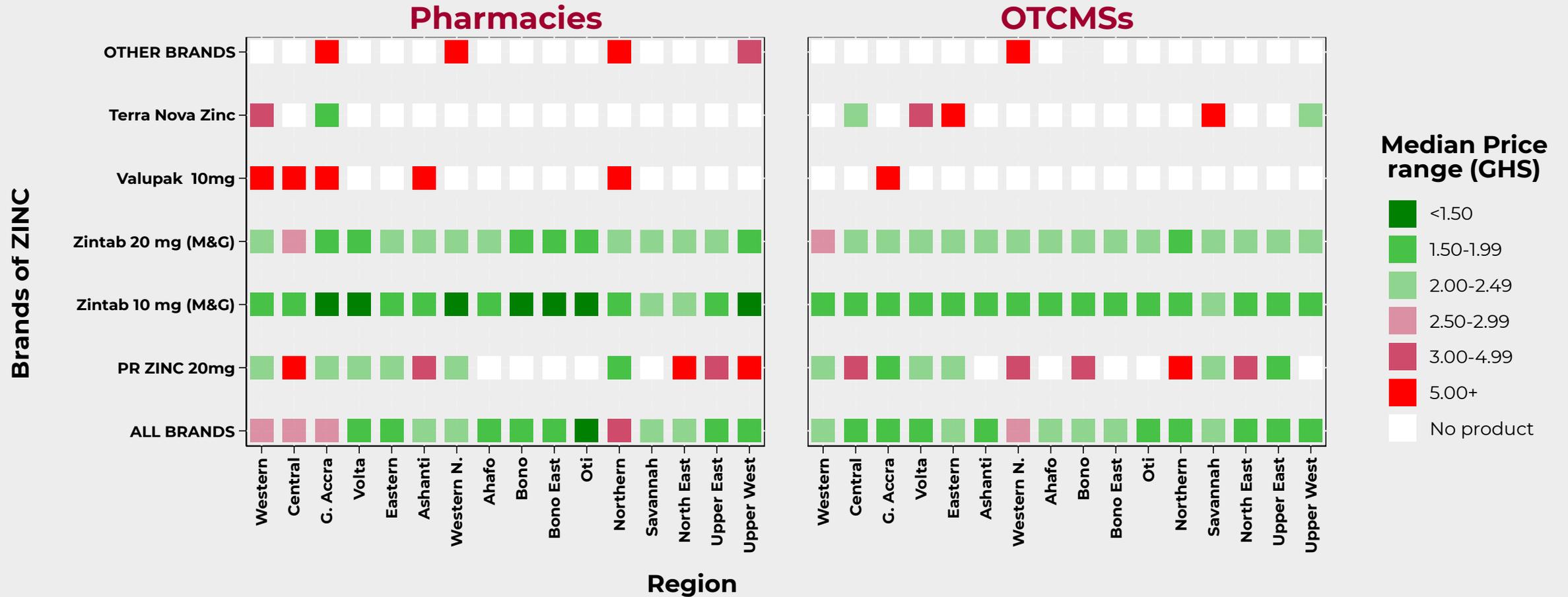
■ Median price
 ○ Minimum price
 ◇ Maximum price
 — Price range



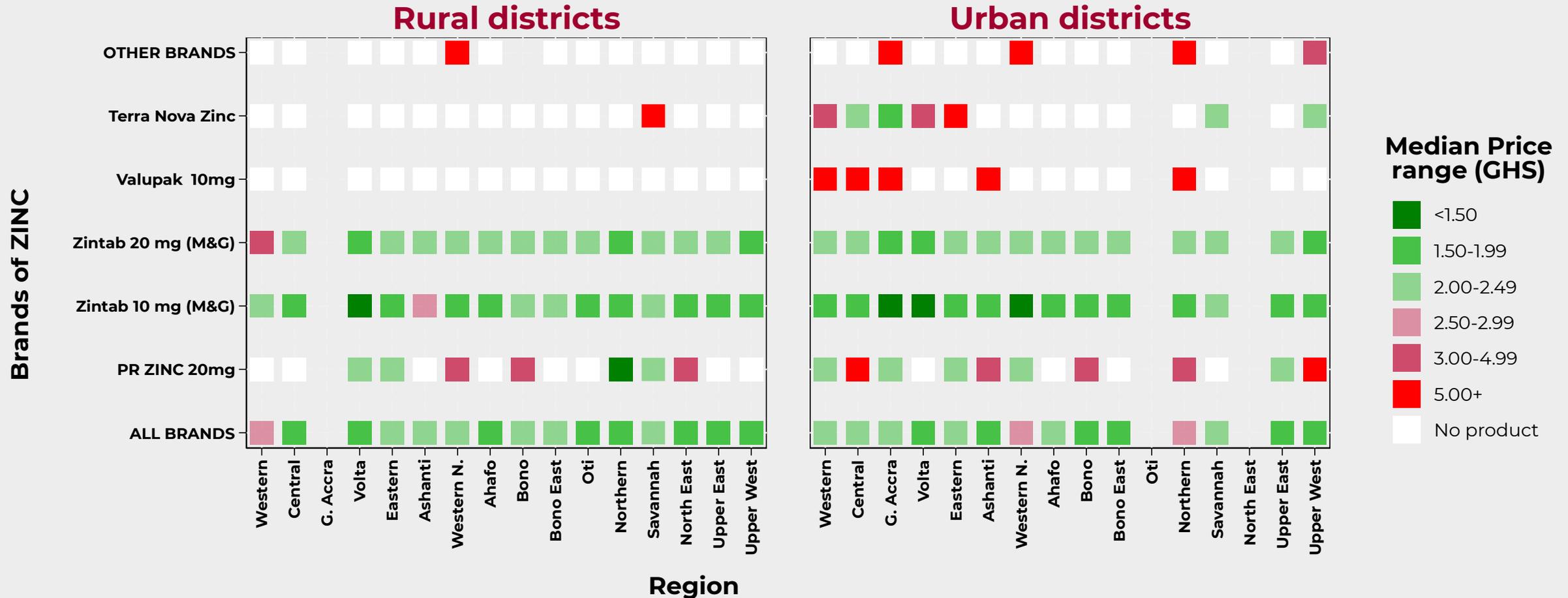
Price (GHS) of brands of zinc by region



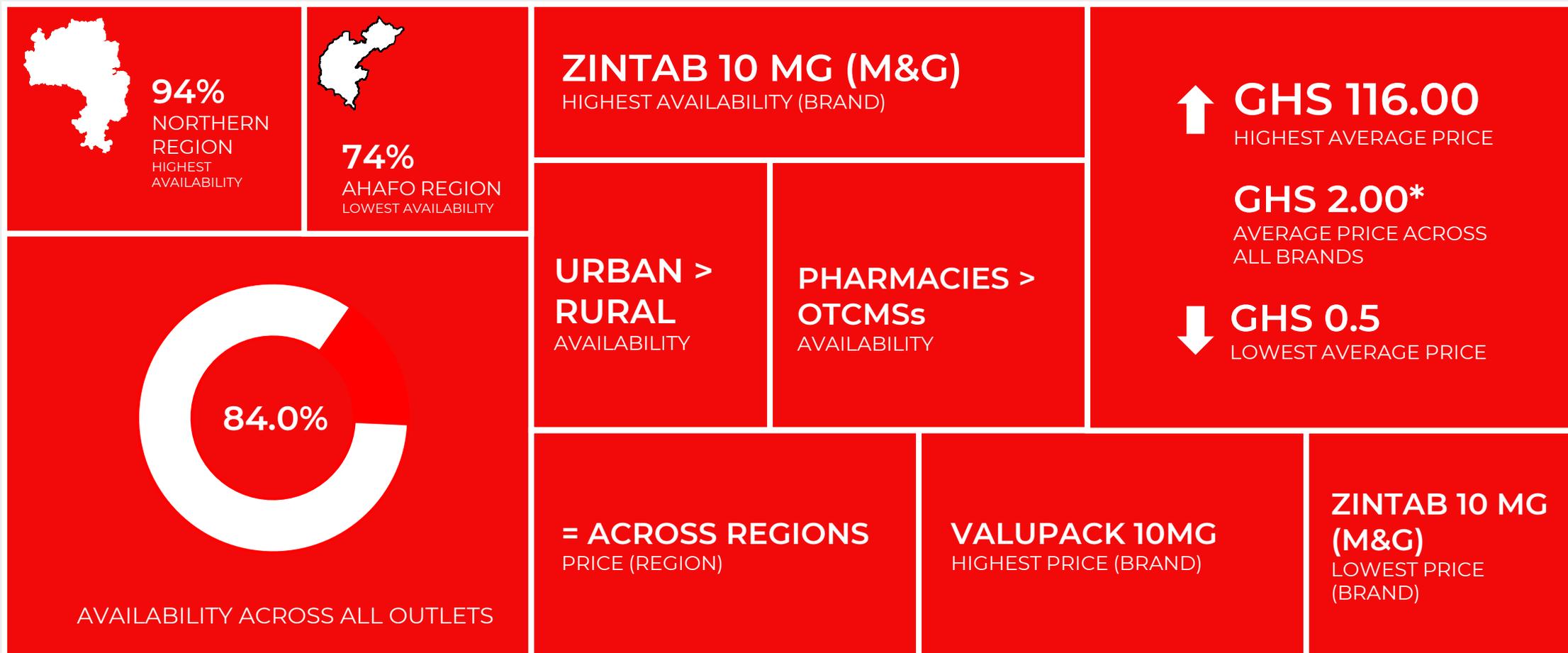
Price (GHS) of brands of zinc by region & type of outlet



Price (GHS) of brands of zinc by region & type of district



Key findings- Oral rehydration salt



* - INCLUDES PREMIUM BRAND





13. Co-packed ORS + Zinc

Maternal and Child Health Product

Co-packed Oral Rehydration Salt (ORS) + Zinc Sampling Metrics

Pharmacy
OTCMS

SURVEYED
OUTLETS

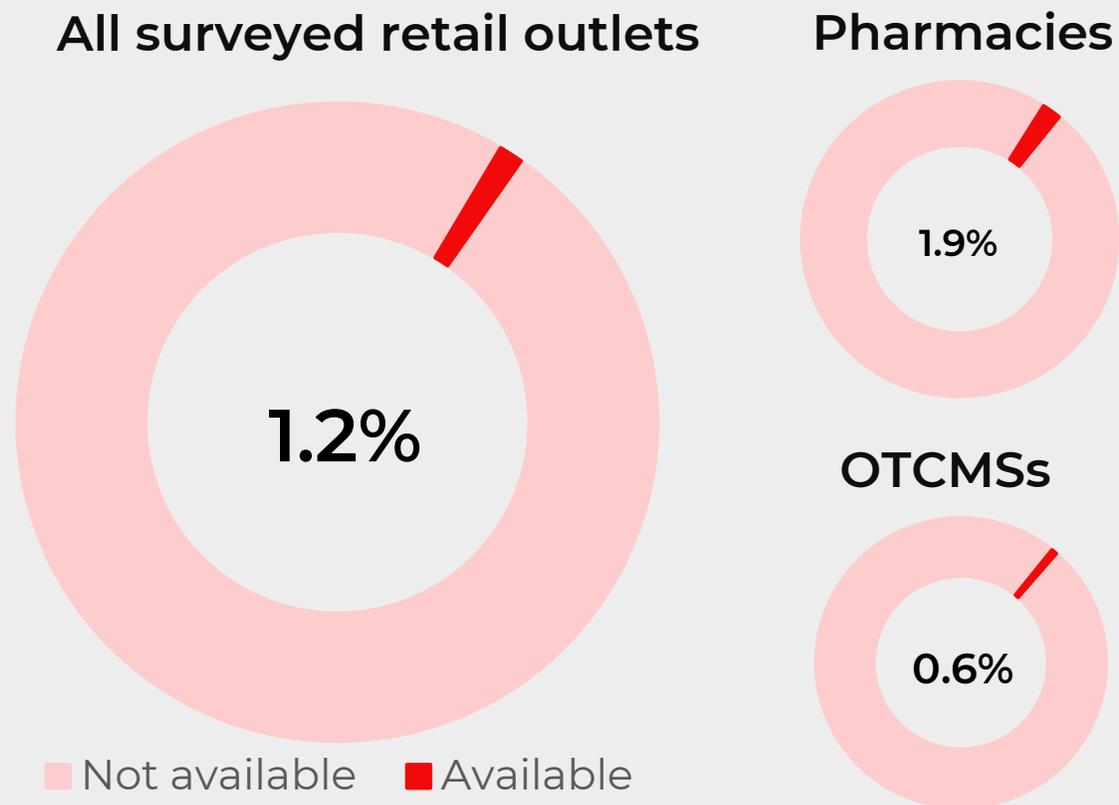
2,012

SAMPLED RETAIL
OUTLETS

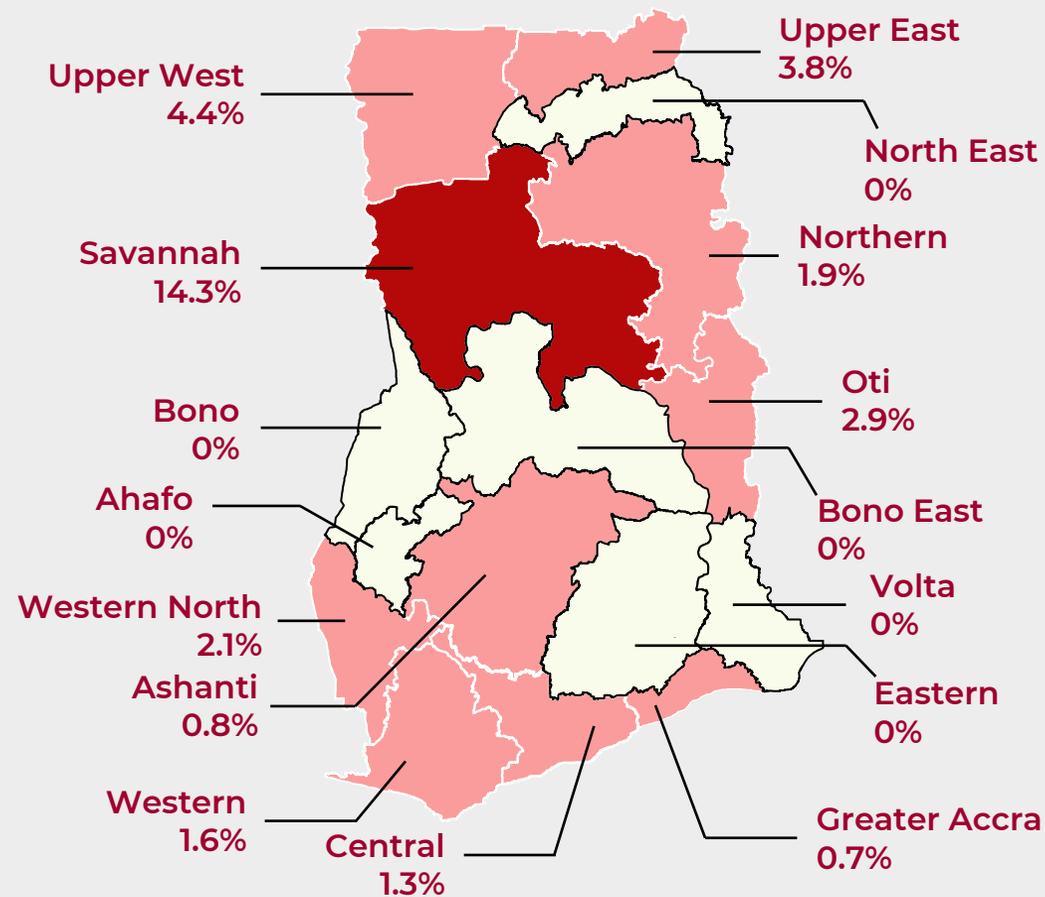
Per
Pack

COST ANALYSIS UNIT
OF MEASUREMENT

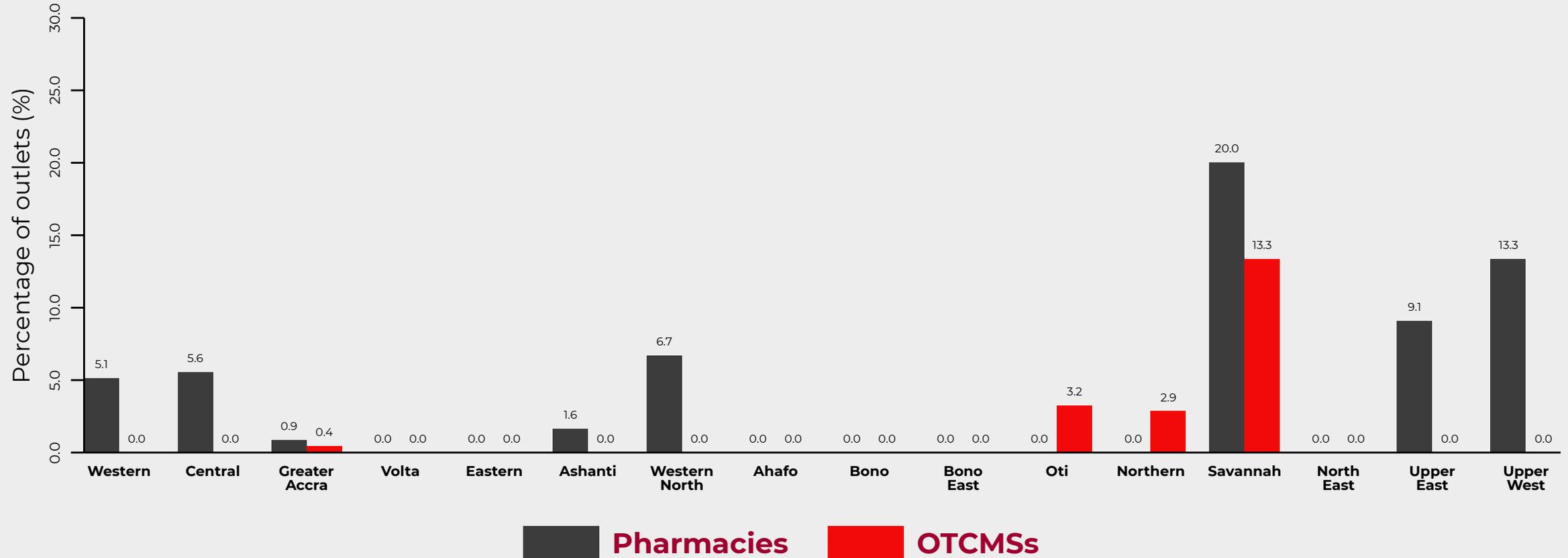
Availability of co-packed ORS + Zinc by type of outlet & region



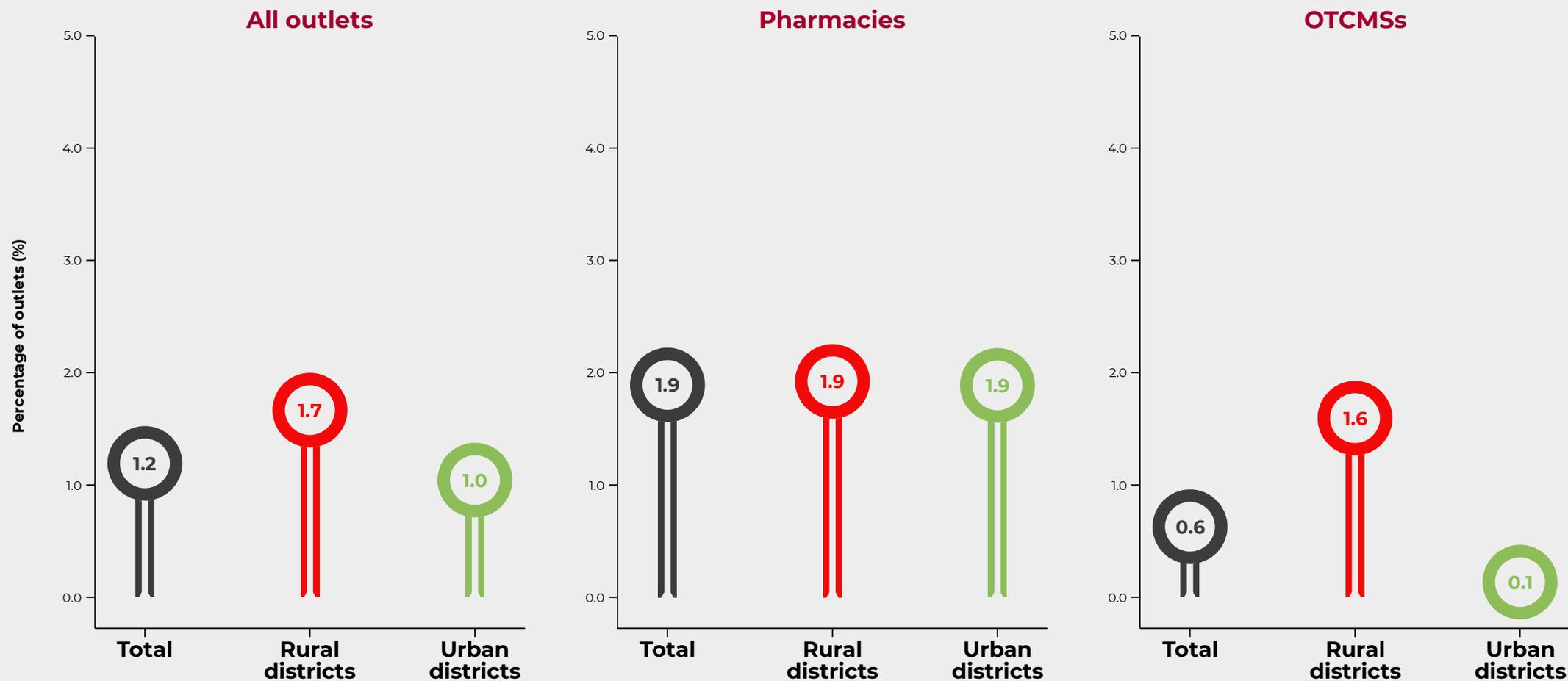
Regional estimates



Availability of ORS + zinc by region and type of outlet



Availability of ORS + zinc by type of district & outlet



Availability of brands of Co-packed ORS + zinc

1 brand observed

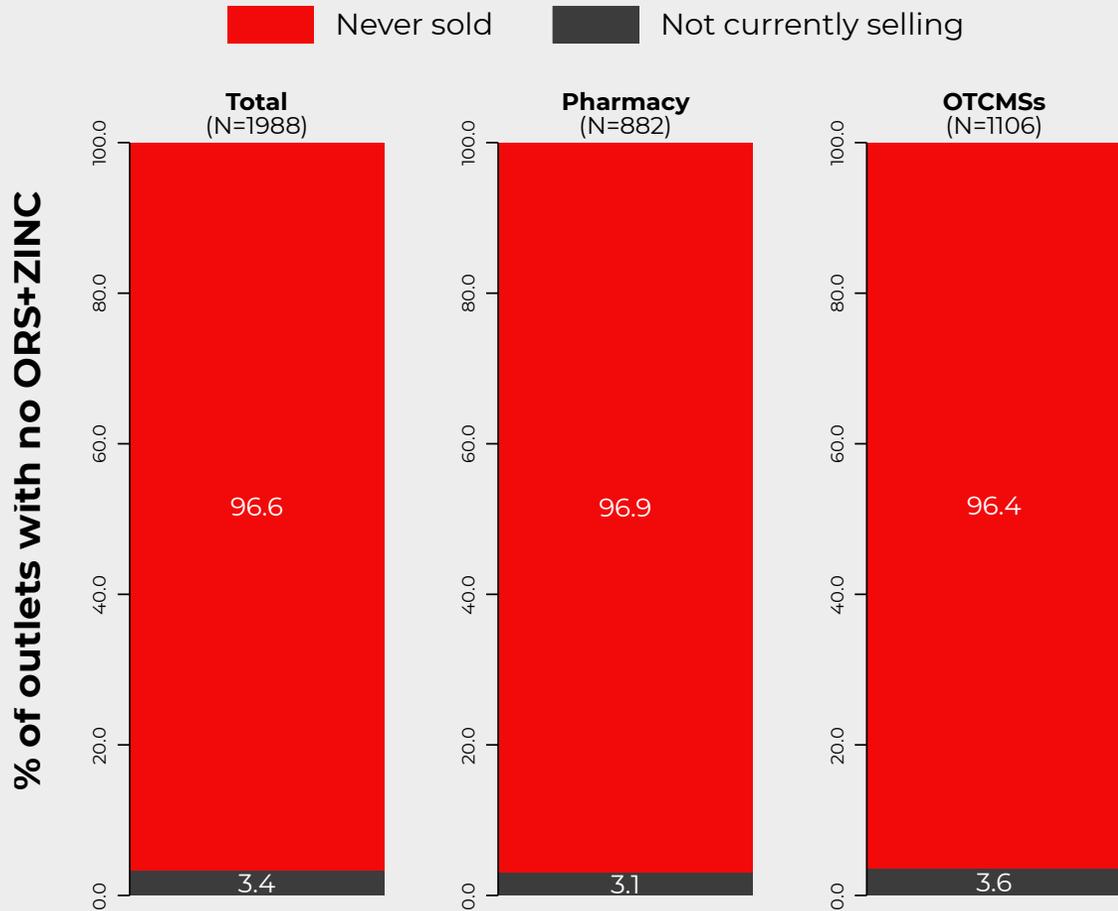


PR ZINC Plus Kit Flavored (20mg zinc+ 20.5g of ORS)

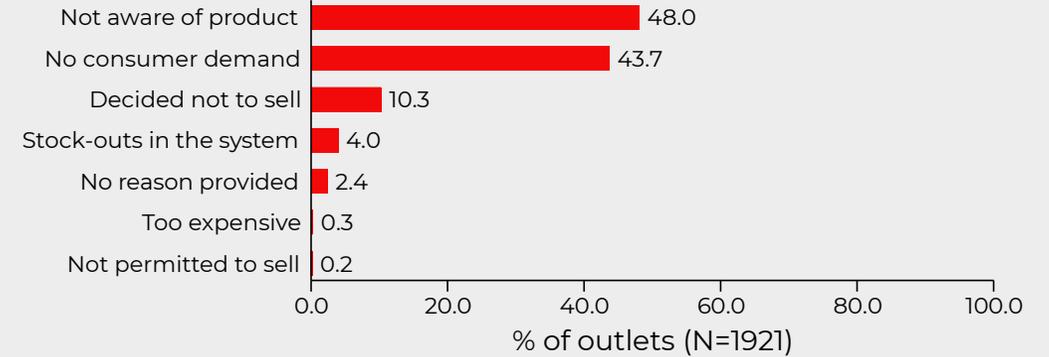


Sales history of zinc in retail outlets

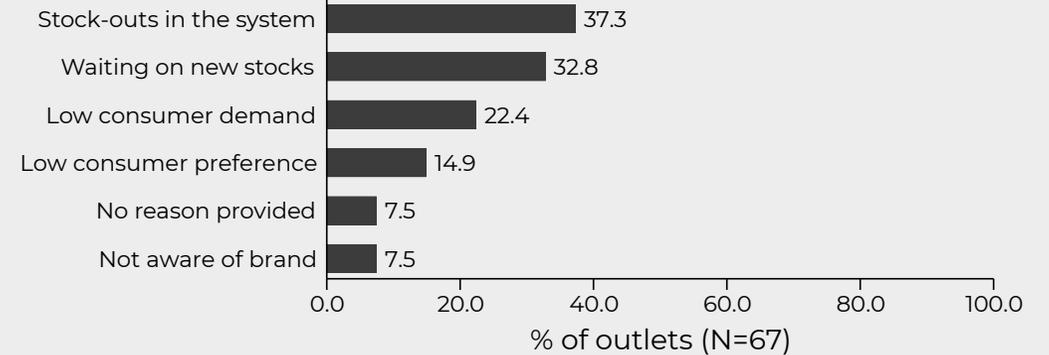
History of sales among outlets not currently selling



Reasons for never selling



Reasons for not currently selling



Price profile of ORS + zinc by type of outlet, district & region

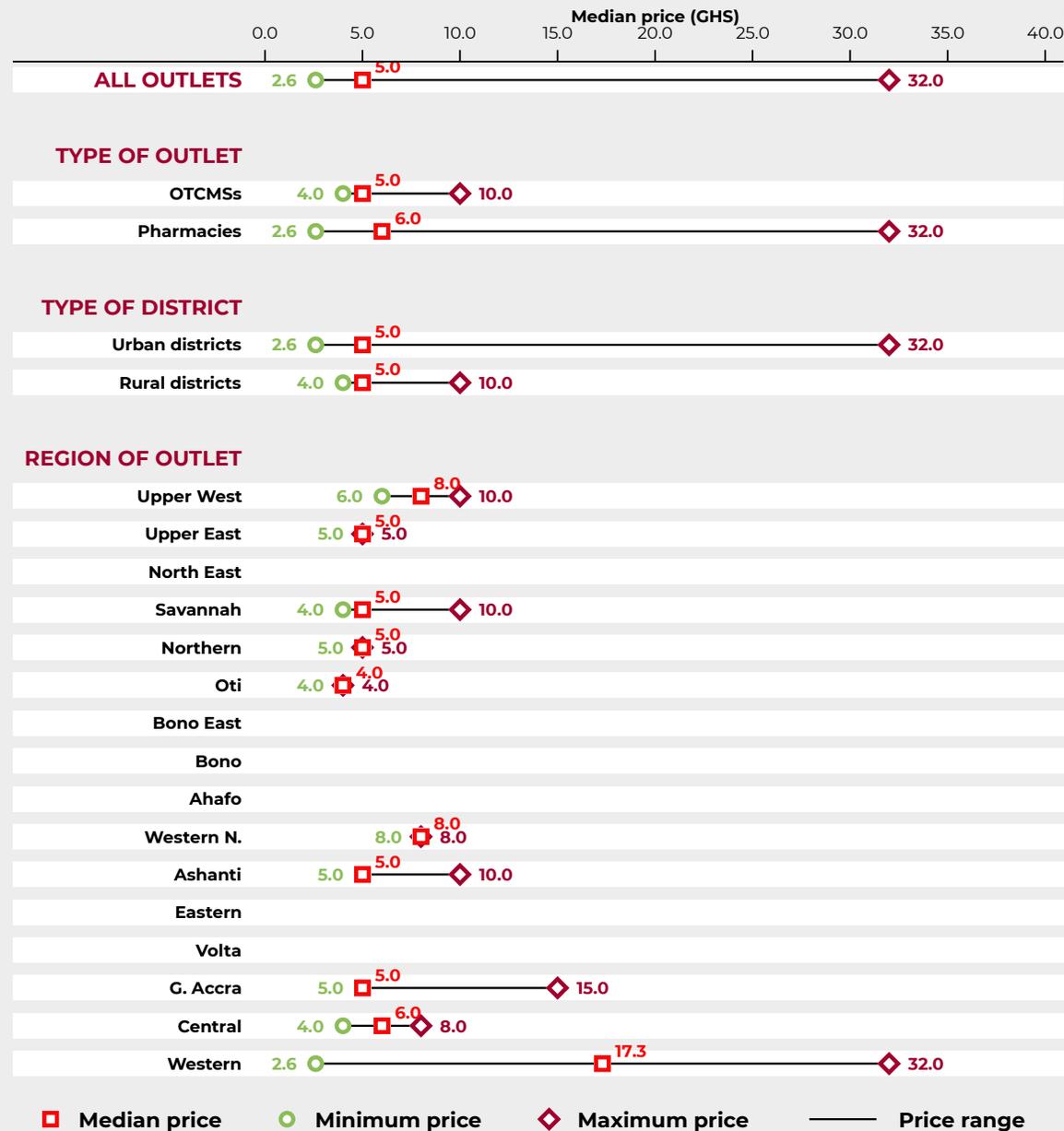
Median Price: **GHS 5.0**

Pharmacies: **GHS 6.0**

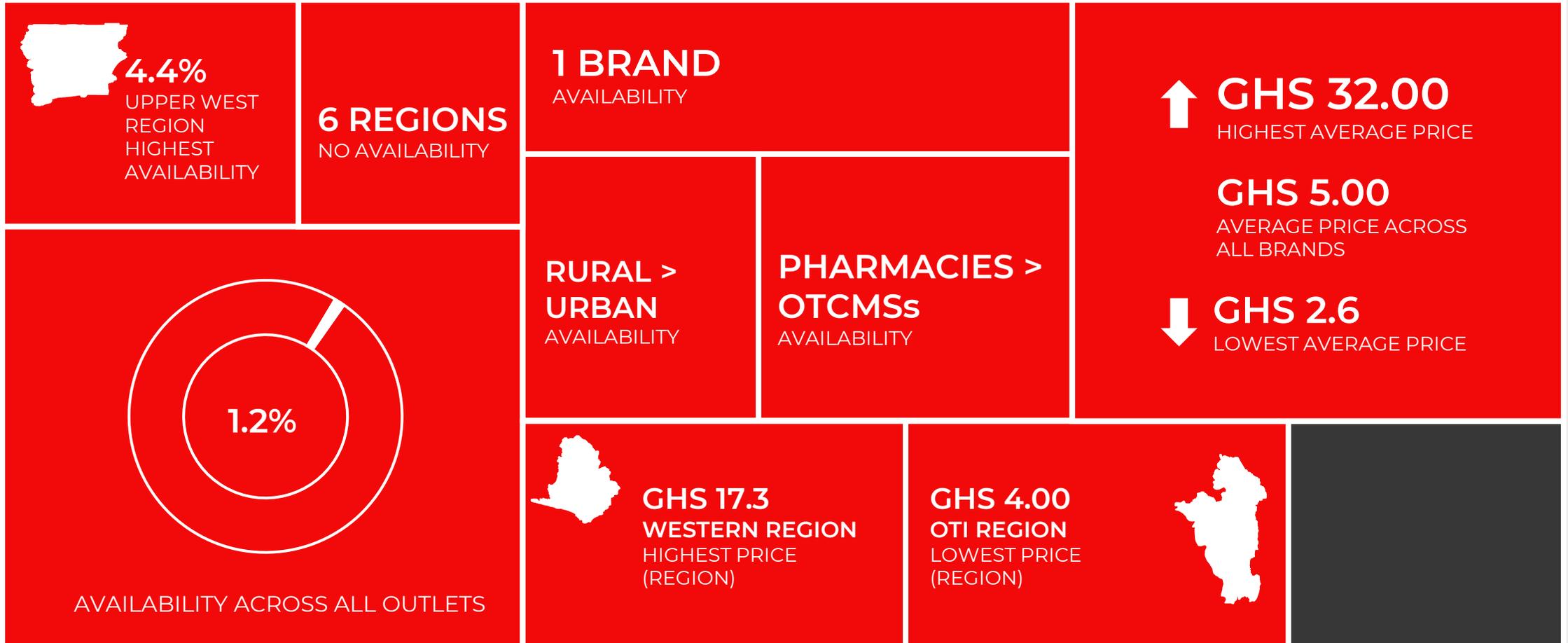
OTCMSs: **GHS 5.0**

Rural districts: **GHS 5.0**

Urban districts: **GHS 5.0**



Key findings- Co-packed ORS + Zinc



Way forward



About Us



Insight to Impact...

Est. 2023

Inc. 2024



Our Mission

To drive forward innovative research and comprehensive evaluation to enhance effective program development and implementation. We are committed to fostering a culture of excellence and collaboration, ensuring that our initiatives contribute to meaningful advancement of human societies.



Thank You!

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