

# Caya<sup>®</sup> diaphragm

User Survey 2025

Medintim

# Overview

In 2025, KESSEL medintim GmbH conducted its annual Caya® user survey to capture real-world usage, motivations, handling, partner acceptance, and advocacy for the hormone-free diaphragm. This wave included 805 respondents, providing clear visibility across key demographics and behaviours. The insights will guide product development, user education, healthcare communication, and go-to-market priorities.

The full questionnaire is provided in Appendix A. See Appendix B for a brief methods note.



*Method note: Opt-in online survey, n=805 (2025). Indicative precision  $\pm 3.8$  pts at 95% overall; higher for subgroups. Multiple-choice items may sum to > 100%.*

# Executive Summary

The 2025 user survey reinforces Caya®'s positioning as a trusted, hormone free contraceptive solution. Results show strong new adoption alongside a sizeable, experienced base, with tenure spanning recent starters through long term users. Discovery is led by digital search, supported by clinical and interpersonal channels.

User motivations continue to center on hormone free, on demand control. Day to day practice aligns with guidance (**98%** reported gel use). Many users rely on Caya® as a primary method, with a meaningful share combining it with condoms or natural family planning. **85%** reported no problems; among those with issues, they were primarily mechanical (insertion or placement, removal).

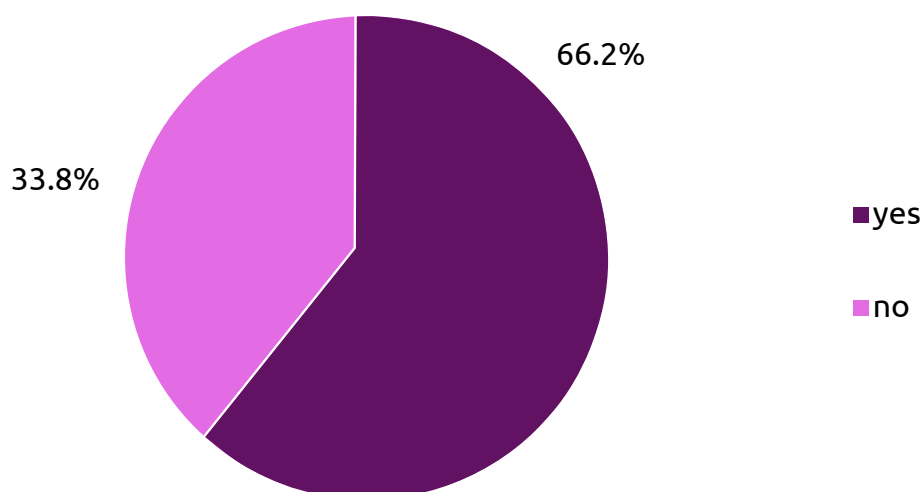
Partner acceptance and advocacy are high: overall partner response was positive, neutral, or unaware for **97%** of respondents; most partners either did not feel the device or, when they did, were indifferent or found it stimulating. Sexual experience was unchanged or improved for **95%**, and **98%** would recommend Caya®.

Demographics were concentrated in the 26–35 age group (**42%**), and **89%** reported being in a committed relationship, consistent with sustained demand for hormone free, self-managed contraception.

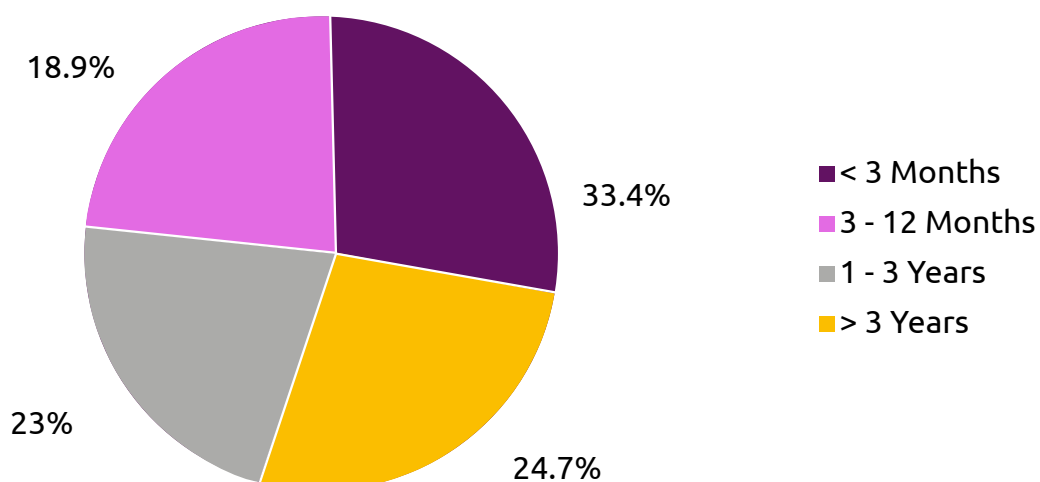
### Survey Results and Insights

#### User Adoption, Duration of Use and Discovery Channels

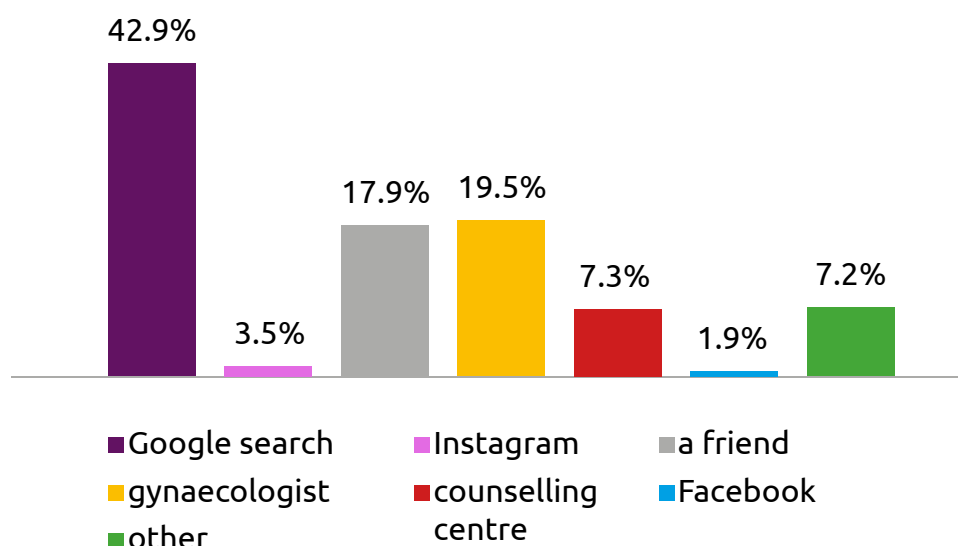
1) Is this your first Caya® diaphragm?



2) How long have you been using the Caya® diaphragm for contraception?



### 3) How did you first hear about the Caya® diaphragm?



### Combined Summary and Insights

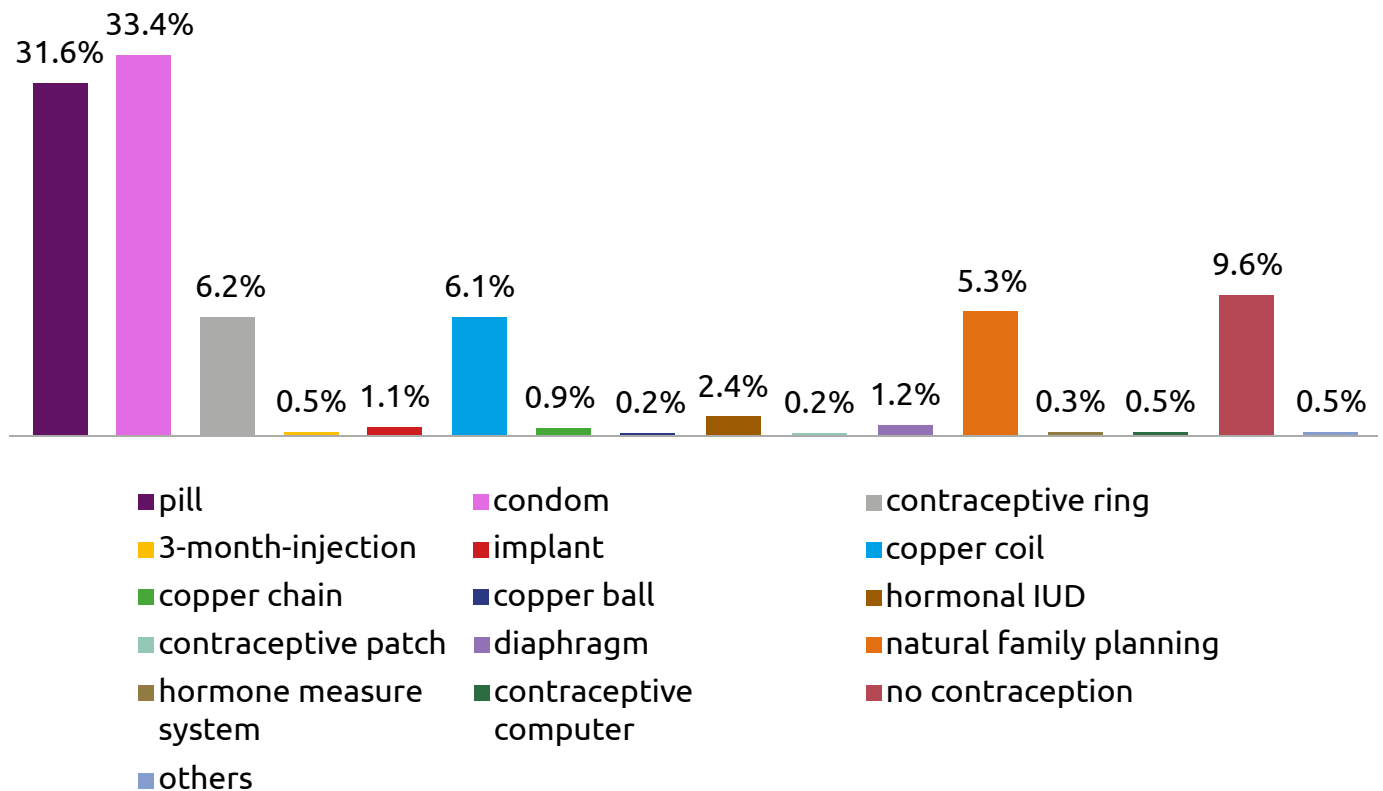
Summary based on survey Questions 1-3

In 2025 (n=805), 66% reported first-time use of Caya®, and 34% reported previous use. Reported duration of use was <3 months 33%, 3–12 months 19%, 1–3 years 23%, and >3 years 25%. Discovery was predominantly digital, with Google search 43% as the most common source, followed by gynecologists 19%, friends 18%, and information centers 7%, with single-digit shares for social media. These results indicate a respondent pool with both recent adopters and experienced users, and an awareness pathway led by online search, supplemented by clinical and interpersonal channels.

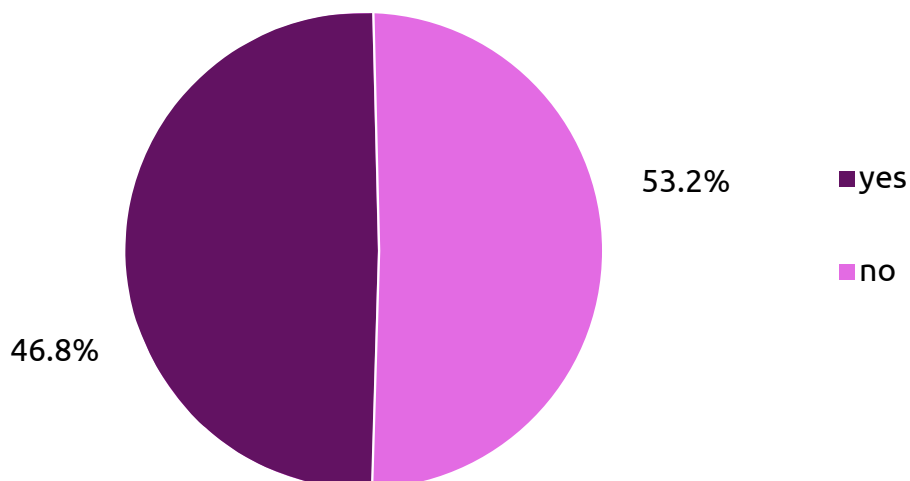


## Prior Contraceptive Use and Medical Consultation

4) What method of contraception did you use BEFORE the Caya® diaphragm?

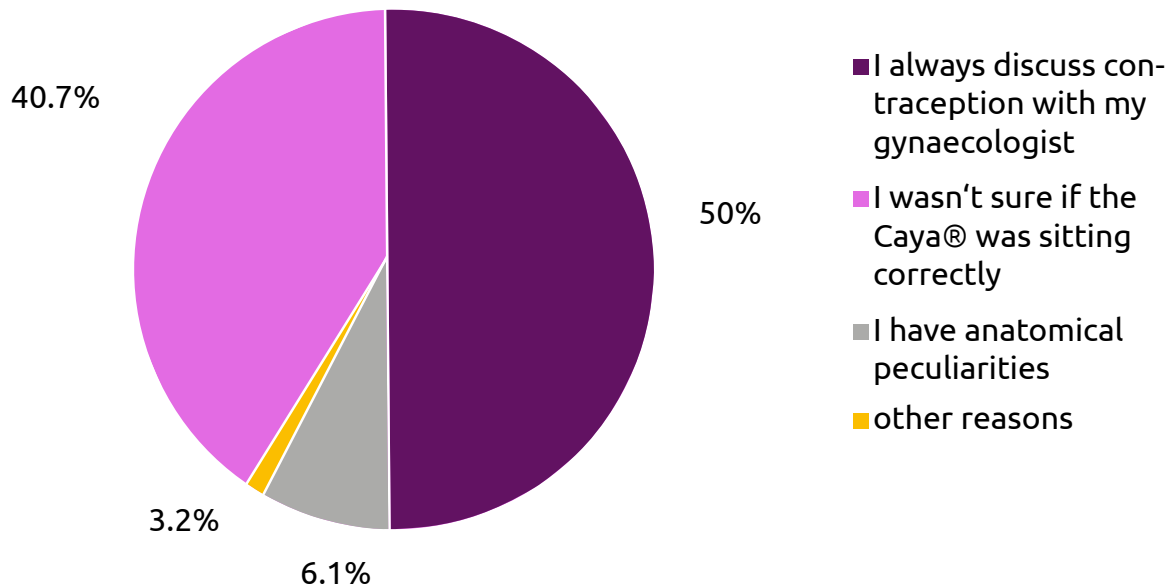


5) Did you seek medical advice before using the Caya® diaphragm for the first time?



## 6) If so, what was the reason for seeking medical advice?

(376 out of 805 people answered this question.)



## Combined Summary and Insights

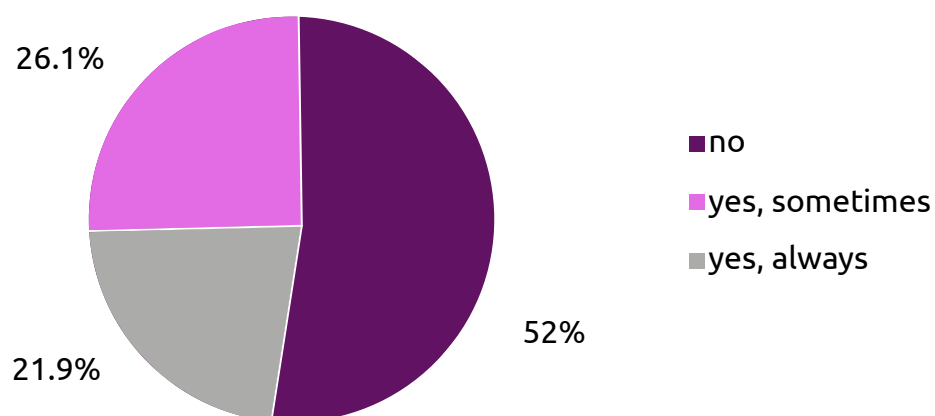
Summary based on survey Questions 4-6



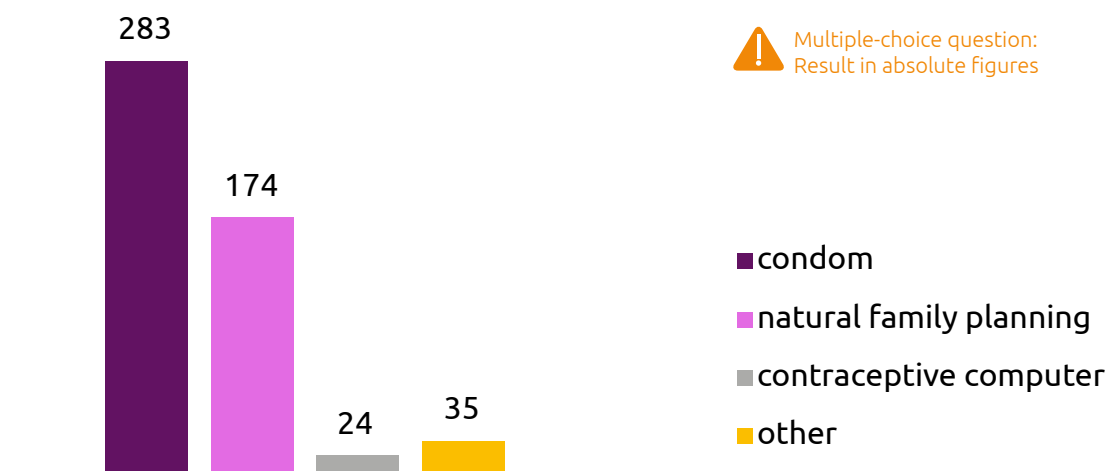
Prior contraception included condoms and the pill most frequently, with smaller shares for IUDs, ring, patch, implant, and injections, consistent with interest in user controlled, hormone free methods. 47% reported seeking medical advice before first use. Among those who sought advice, 41% cited confirming suitability or placement and 50% cited routine contraception discussions. 53% reported starting without consultation. Together, these findings suggest that Caya® use is compatible with both self-directed adoption and clinician guided initiation.

## Use in Combination with Other Methods

7) Do you use the Caya® diaphragm in combination with other contraceptive methods?

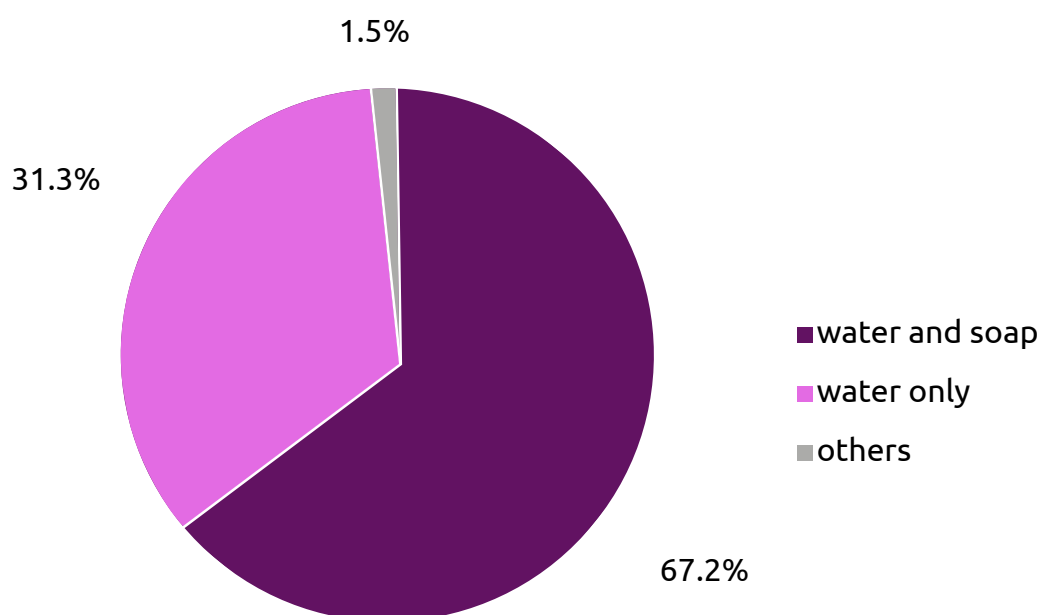


8) If so, what method is it?  
(516 out of 805 people answered this question.)



## Product Handling and Maintenance

9) How do you clean the Caya® diaphragm?



### Combined Summary and Insights

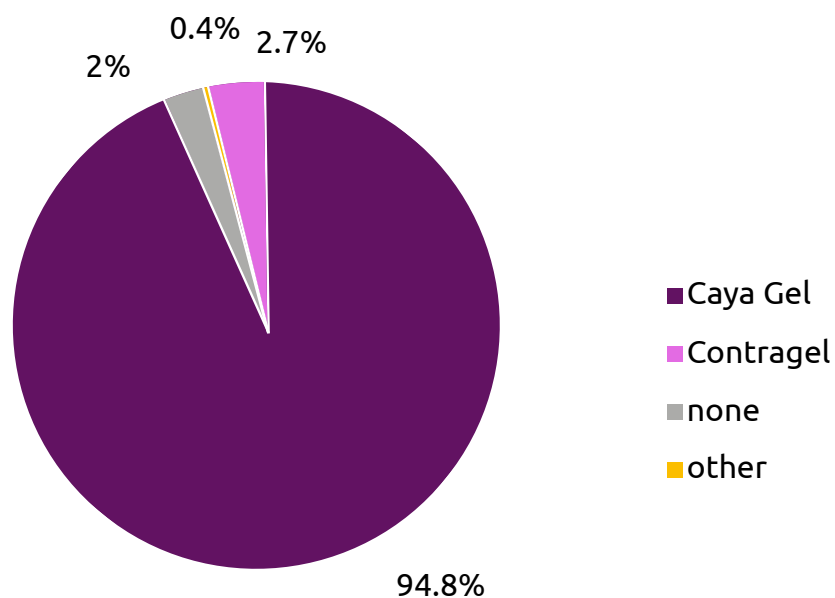
Summary based on survey Questions 7-9

Most respondents reported using Caya® as a standalone method (52%), with 26% combining it sometimes and 22% combining it always. Among respondents who reported combining methods, the most frequently cited were condoms (55%) and natural family planning (34%). Reported maintenance practices were 67% water and soap and 31% water only, consistent with product care guidance. These findings indicate that Caya® is used both as a primary and as a combination method, and that day to day handling appears stable across respondents.

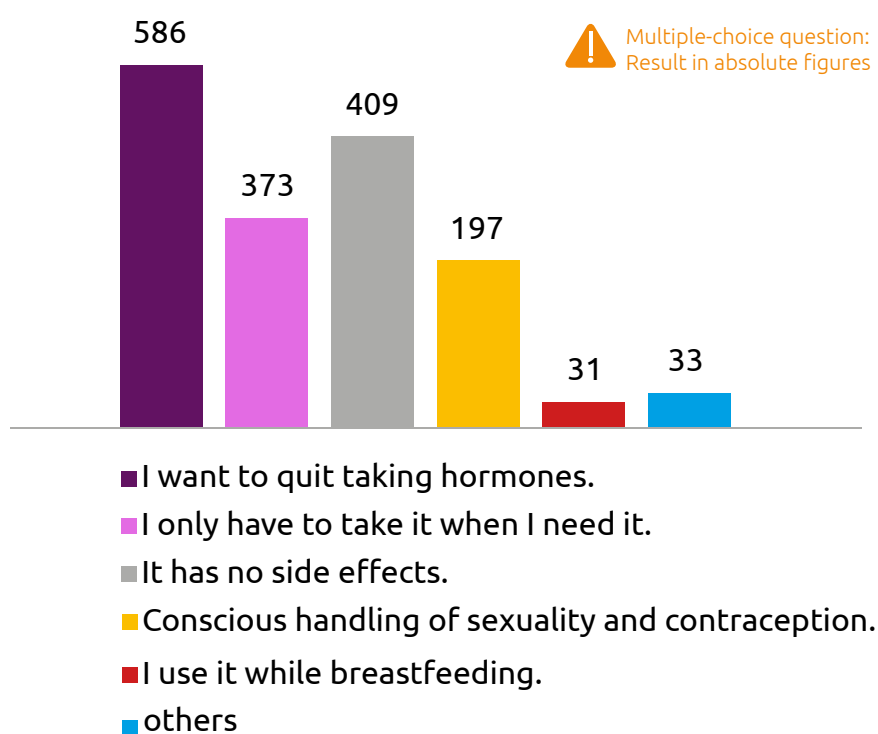


## Usage Behaviour and Motivations

10) Which diaphragm gel do you use with the Caya® diaphragm?

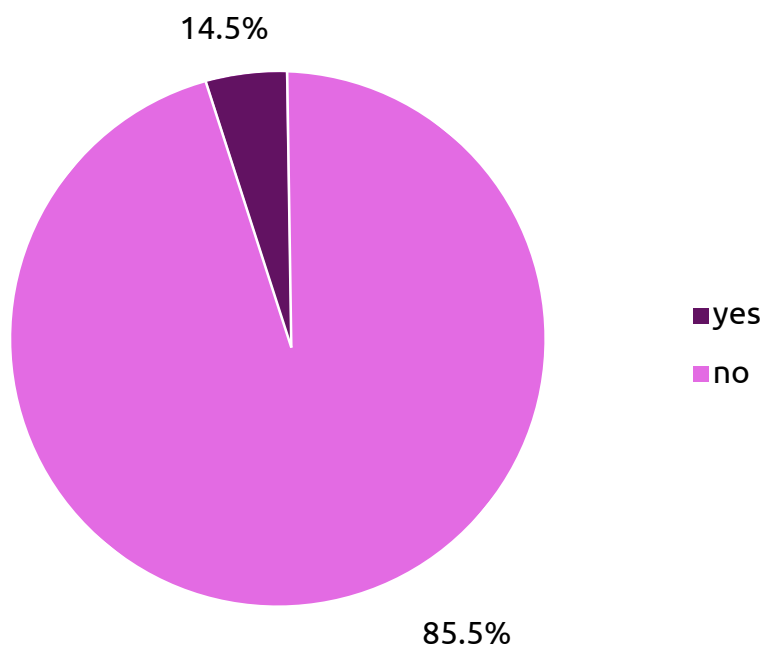


11) Why did you choose the Caya® diaphragm?

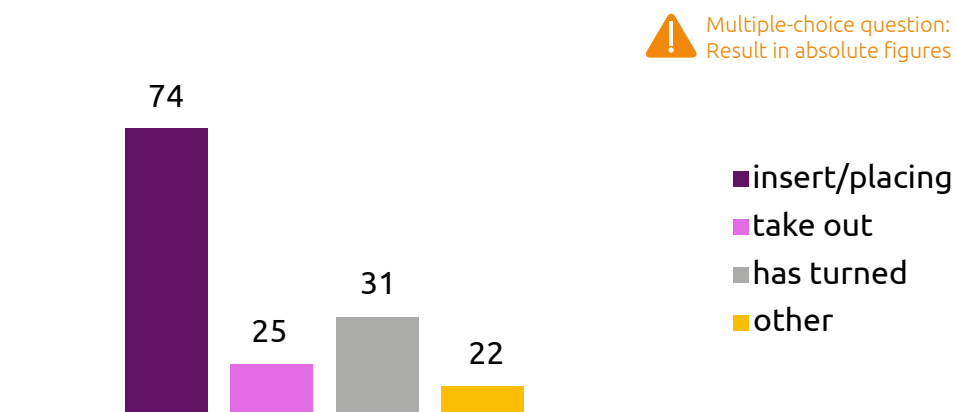


## User-Reported Challenges and Feedback

12) Did you have any problems using the Caya® diaphragm?

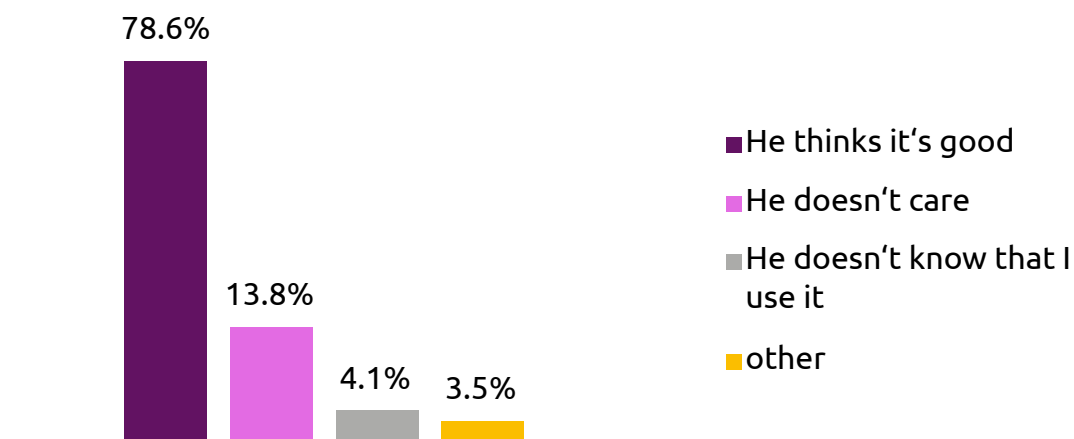


13) If so, what were the problems?  
(152 out of 805 people answered this question.)

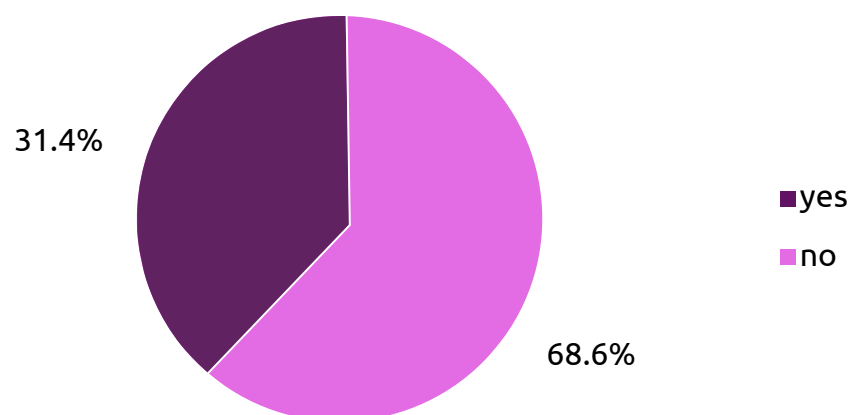


## Partner Awareness and Acceptance

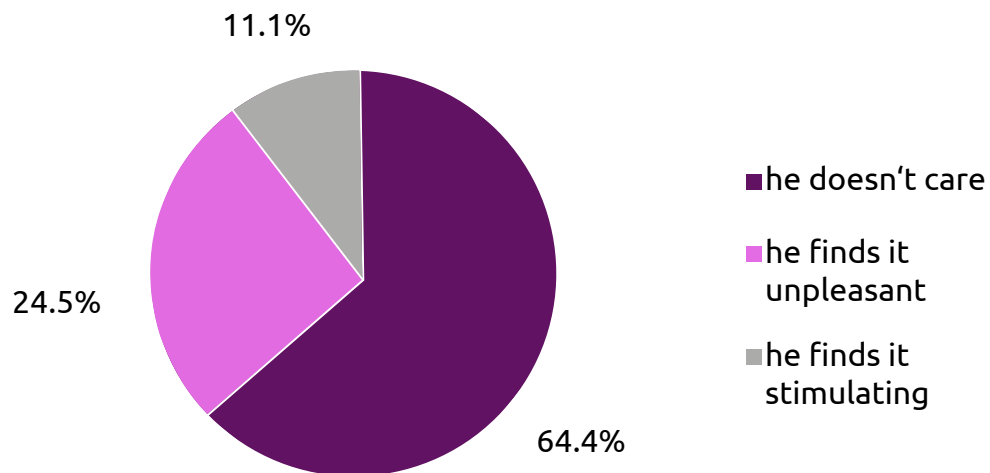
14) What does your partner think about using the Caya® diaphragm for contraception?



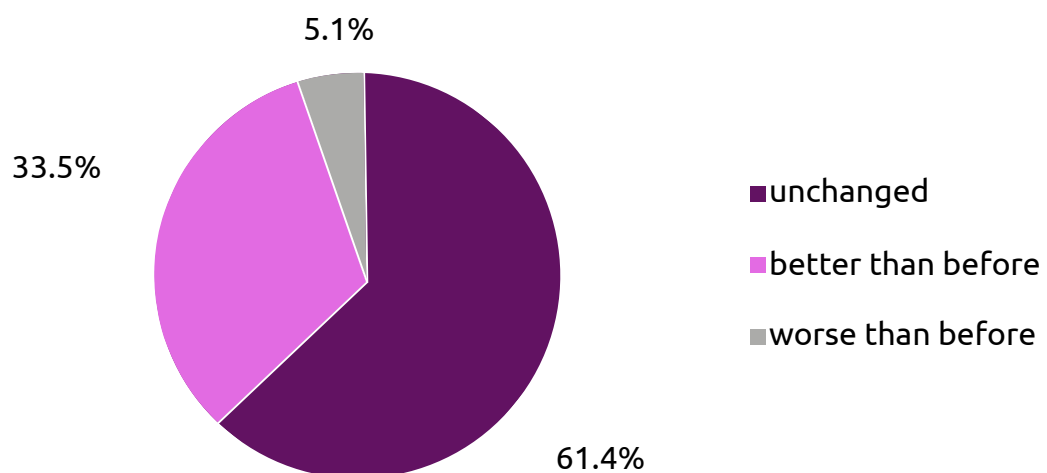
15) Can your partner feel the Caya® diaphragm during intercourse?



16) How does your partner feel about being able to feel the Caya® diaphragm? (252 out of 802 people answered this question.)

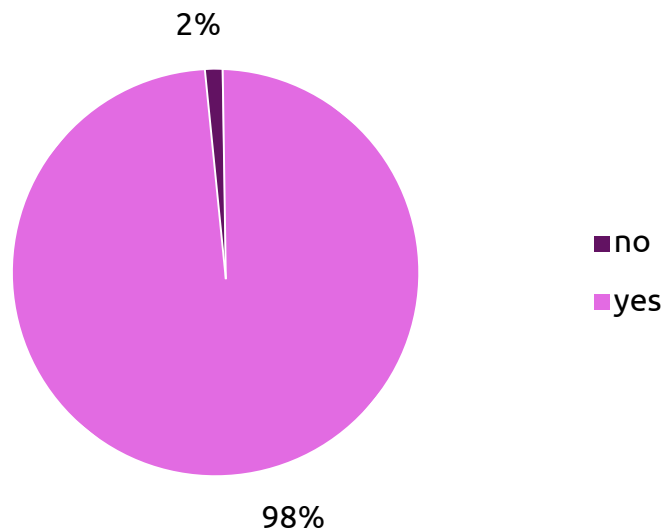


17) How is sex with the Caya® diaphragm for you?



## User Advocacy and Recommendation Intent

18) Would you recommend the Caya® diaphragm to others?



19) Why would you not recommend the Caya® diaphragm?

*'Because I'm still not 100 percent sure about the contraceptive method itself. Only in combination, then.'*

*'You feel it too strongly'*

*'Silicone too thick, less sensation at the cervix. I am often unsure whether it will slip out and become unsafe.'*

### User Experience, Partner Acceptance, and Recommendations



#### Combined Summary and Insights

Summary based on survey Questions 10-19

Reported gel use was 98%, consistent with product guidance. 85% reported no problems and 15% reported problems; among those with problems, issues were mainly insertion or placement (49%), removal (16%), and the device turning (20%).

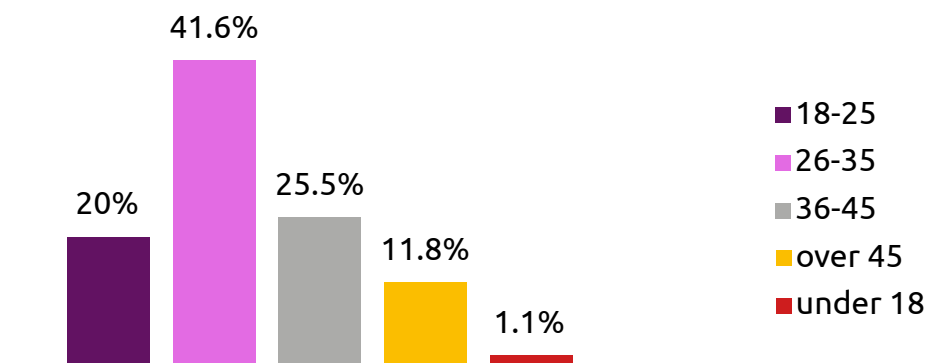
Reasons for choosing Caya® most often included quitting hormones (36%), no side effects (25%), and use only when needed (23%), with additional mentions of conscious sexuality and breastfeeding.

Partner response was 97% positive, neutral, or unaware (likes 79%, does not care 14%, does not know 4%; other responses 3%). Partner sensation, on an all-respondent basis, was 75% neutral or positive (64% not care; 11% stimulating or indifferent) and 25% unpleasant. Sexual experience was unchanged or better for 95% of respondents (61% unchanged, 34% better), with 5% reporting worse.

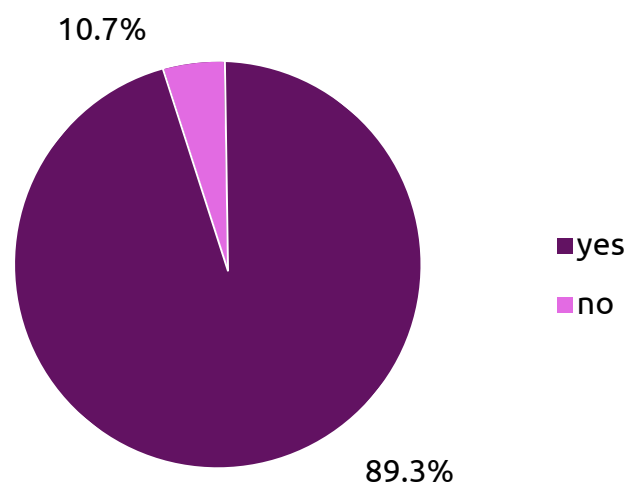
Recommendation intent was strong, with 98% saying they would recommend Caya®. Reasons for non-recommendation focused on preferences for combination use, reduced sensation, or concerns about material thickness, fit, and perceived safety (e.g., slippage).

## User Demographics and Relationship Context

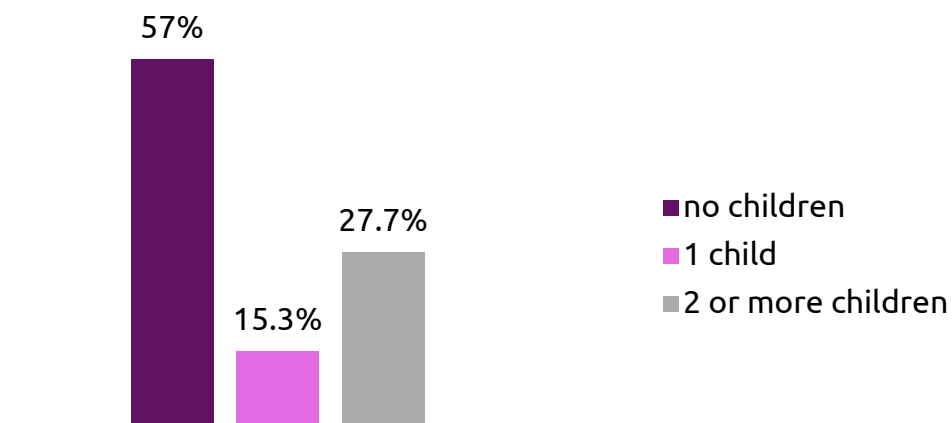
20) How old are you?



21) Are you in a committed relationship?



## 22) How many children do you have?

**Combined Summary and Insights**

Summary based on survey Questions 20-22

Age distribution centered on 26–35 (42%), with substantial shares 36–45 (25%) and 18–25 (20%); smaller proportions were over 45 (12%) and under 18 (1%).

89% reported being in a committed relationship. For parity, 57% reported no children, 15% one child, and 28% two or more. Overall, these findings describe a profile concentrated in reproductive age and relationship contexts, consistent with interest in hormone free, on demand contraception across life stages.



# Conclusion and Outlook

The 2025 Caya® user survey reinforces the diaphragm's positioning as a safe, effective, and user preferred contraceptive option. The data indicate high user satisfaction, broad partner acceptance, and clear demand for hormone free, self managed contraception across a diverse demographic, particularly among respondents in committed relationships.

Reported gel use was 98%; 85% reported no problems, and among the 15% with problems, issues were primarily mechanical (insertion or placement, removal, device turning). Partner response was 97% positive, neutral, or unaware. Sexual experience was unchanged or improved for 95%, and 98% indicated they would recommend Caya®. These findings are consistent with a method that supports user directed, on demand use across life stages.

Looking ahead, the results emphasize maintaining a strong digital presence, ongoing engagement with healthcare professionals, and support for confident, independent product use. As the manufacturer, KESSEL medintim GmbH remains committed to continuous user education, product quality, and evidence based adaptation to ensure the Caya® diaphragm continues to meet evolving contraceptive needs worldwide.

We extend our sincere thanks to all participants in this year's survey. Their insights provide valuable, real world feedback on the use and acceptance of the Caya® diaphragm and support our continued commitment to improving user experience and access to hormone free contraception worldwide.

KESSEL medintim GmbH

Medintim

# Appendix A: Full Questionnaire

1. Is this your first Caya® diaphragm?
2. How long have you been using the Caya® diaphragm for contraception?
3. How did you first hear about the Caya® diaphragm?
4. What method of contraception did you use before the Caya® diaphragm?
5. Did you seek medical advice before using Caya® for the first time?
6. If so, what was the reason for seeking medical advice?
7. Do you use Caya® in combination with other contraception methods?
8. If so, what method is used?
9. How do you clean the Caya® diaphragm?
10. Which diaphragm gel do you use with the Caya® diaphragm?
11. Why did you choose the Caya® diaphragm?
12. Did you have any problems using the Caya® diaphragm?
13. If so, what were the problems?
14. What does your partner think about using the Caya® diaphragm for contraception?
15. Can your partner feel the Caya® diaphragm during intercourse?
16. How does your partner feel about being able to feel the Caya® diaphragm?
17. How is sex with the Caya® diaphragm for you?
18. Would you recommend the Caya® diaphragm to others?
19. If not, why would you not recommend it?
20. How old are you?
21. Are you in a committed relationship?
22. How many children do you have?



# Appendix B: Methods (brief)

- **Design & fielding:** Opt-in online user survey, **2025** (packaging QR/digital access).
- **Sample:** **n=805** respondents; descriptive of participants (not population estimates).
- **Precision:** Approx. **±3.8 percentage points at 95%** overall; **larger for subgroups**.
- **Reporting notes:** Rounded percentages; multiple-choice totals can exceed **100%**.
- **Limitations:** Opt-in and self-report may introduce participation/recall bias.

**If you have questions or would like further information about the Caya® diaphragm, we will be happy to help:**

KESSEL medintim GmbH  
Nordendstr. 82 - 84  
64546 Mörfelden-Walldorf Germany

Tel.: +49 6105 2037 20

Fax: +49 6105 2037 221

E-Mail: [service@medintim.de](mailto:service@medintim.de) [www.medintim.de](http://www.medintim.de)

# Medintim