Last mile distributors at a glance

Characteristics of our 72 survey respondents

**Geography**
- 59% of last mile distributors (LMDs) surveyed have a presence in East Africa.
- 10% have a presence in West Africa, Latin America, and South Asia.

**Customers**
- Almost three out of four customers* earn less than $3.20 per day**
- 95% of customers live below $8.40 (as defined as Base of the Pyramid by the World Bank).

**Revenue**
- 90% of LMDs* have annual sales revenues of less than US$1 million per year.

**Distribution Channels**
- The two main channels being sales agent networks (used by 81% of LMDs*) and retailers (used by 56%).
- 80% of LMDs* use more than one channel.

**Products**
- 54% of LMDs* sell more than one product category.
- The two main products being **off-grid solar lights** (sold by 65% of LMDs*) and **cookstoves** (sold by 38%).

**Marketing Tactics**
- 89% of LMDs* have four or more marketing tactics:
  - 1st place: Community demonstrations (used by 93% of LMDs*)
  - 2nd place: Door-to-door demonstrations (used by 82%)

**Consumer Financing**
- 69% of LMDs* offer consumer financing.

**After-Sales Service**
- 65% of LMDs* offer warranties on their top-selling product.

**Impact**
- Average number of people reached to date by LMDs surveyed:*** 167,643

**Global Distributors Collective**

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*Last mile distributors (LMDs) are organizations that distribute beneficial household products to last mile consumers.
**Of the last mile distributors surveyed. **The poverty line in lower-middle-income countries. ***Self-reported.

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