GDC membership overview
Survey conducted with 132 GDC members

Geography
Members operate across 58 countries

- 42% operate in East Africa
- 20% in West & Central Africa
- 15% in Southern Africa
- 10% operate in Asia & Pacific
- 4% operate in Latin America & Caribbean
- 9% are multi-region

Impact

217,000
is the average number of people reached to date by GDC members

- 69% of customers earn <US$3.20 per day
- 80% are rural

Ownership
78% of members are wholly or partially owned by citizens of the country(ies) in which they operate

- National
- International
- Mixed
- Other

Years of operation
On average, members have been operating for 6.8 years

- < 2 years: 22%
- 2-4 years: 44%
- 5-10 years: 29%
- > 10 years: 5%

Products
68% of members sell more than one product category

- Solar lights, home systems and consumer electronics: 75%
- Cookstoves and cookers: 43%
- WASH products: 22%
- Agriculture inputs: 14%
- Health products: 7%
- Cooking fuels: 7%
- Nutrition products: 6%
- Productive use technologies: 35%

Distribution Channels

- Direct to consumer and/or through sales agents: 93%
- Retail: 44%
- Community channels: 44%

After-sales and consumer financing

- 98% offer after-sales services
- 78% offer consumer financing

2022 member survey; data excludes no replies.