

A call to action for assistive products access in low- and middle-income countries

6x the price, only 10% reach.



US\$26-31B

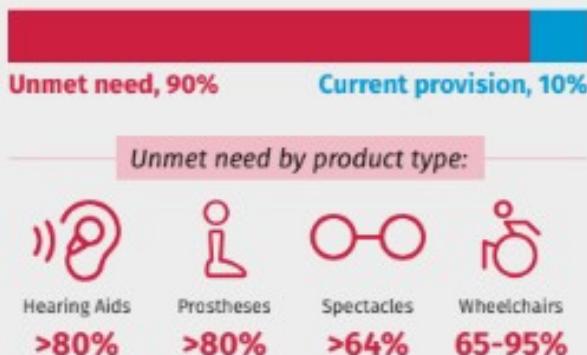
global market size estimate



>2.5B people

need assistive products globally

More than 90% don't have access in low resource countries



Procurement by NGOs, corporate foundations, and select governments

2 out of 3 of users pay out of pocket and purchase from private sector

*Procurement by product type:**



Supply cost adds on to product cost

End-user price could be **6x** the ex-factory price



Need to optimize markup for assistive products to improve access.

Typical markups are 2x. For example, price of smartphones doubles between factory and end-users.

What needs to change

- Consolidate funding
- Integrate into insurance
- Optimize supply cost
- Raise public & policy awareness
- Support local manufacturing

Read more in the upcoming
Assistive Products Market Report 2025

