

# 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



### Unmet need by product type:



## 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:\*



\*Annually by NGOs, social enterprises, and 12 surveyed governments

## 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**

