

Mapping logistics across Africa

Definition of a logistic platform:
Two-or multi-sided digital platform through which the shipment of goods can be organized

Senegal

Parcel delivery platform [Yobante Express](#) that provides courier services to retail, e-commerce and agricultural businesses.



Egypt

B2B marketplace [MaxAB](#) which enabled more than 55,000 merchants to directly source their stock from the manufacturers.



Kenya

B2B marketplace [Twiga](#) for agricultural produce which delivers to more than 10,000 vendors daily from its 8,000 farmers.



Côte d'Ivoire

On-demand logistic platform [Kamtar](#) that connects businesses with more than 5,000 truck drivers.



Nigeria

On-demand logistic platform [Kobo360](#) with a total fleet of 12,908 trucks serving more than 2,000 businesses.



South Africa

B2B marketplace [Khula](#) that connects over 3,000 farmers with input providers and more than 100 buyers.



38

Total

Types of platforms



B2B marketplace

Marketplace through which businesses sell their products to other businesses and which manages the logistics of moving these goods through collaborating with logistic providers.

5% agriculture

21%

16% retail



On-demand logistics platform

Platform that connects the shippers of goods that require logistic services with logistic providers on an on-demand basis.

37%



Last mile delivery platform

Platform that organizes the last mile delivery of goods from businesses to customers.

37%

Tracking is the most common form of value-added services followed by **insurance**.

Provision of value-added services:

25 / 38 (66%) of platforms offer value-added services for their users in addition to logistic services:

Insurance



34%

Tracking



47%

Inventory management



16%

Credit



16%

26%

Goods

5%

Driver

3%

Vehicle