Mapping logistics across Africa

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

Types of platforms:

- **B2B marketplace**
  - 5% agriculture
  - 21%
  - 16% retail
  - Marketplace through which businesses sell their products to other businesses and which manages the logistics of moving these goods through collaborating with logistic providers.

- **On-demand logistics platform**
  - 37%
  - Platform that connects the shippers of goods that require logistic services with logistic providers on an on-demand basis.

- **Last mile delivery platform**
  - 37%
  - Platform that organizes the last mile delivery of goods from businesses to customers.

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**

---

**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.

**Côte d'Ivoire**
On-demand logistic platform Kamtar that connects businesses with more than 5,000 truckdrivers.

**Kenya**
B2B marketplace Twiga for agricultural produce which delivers to more than 10,000 vendors daily from its 8,000 farmers.

**South Africa**
B2B marketplace Khula that connects over 3,000 farmers with input providers and more than 100 buyers.

**Nigeria**
On-demand logistic platform Kobo360 with a total fleet of 12,908 trucks serving more than 2,000 businesses.