Serving lower-income consumers is a business and nutrition opportunity

Lower-income consumers represent a large market, estimated at 4 billion people worldwide. Many low-income consumers’ diets are lacking in food diversity and quality. There is a business opportunity for private companies to help improve this by providing safe, nutritious foods that meet customers’ needs at an affordable price – as long as they do so in ways that are profitable and financially sustainable for the company.

It might require novel approaches, especially considering that lower-income consumers will need to be targeted in a different way compared to higher-income consumers.

The GAIN Business Model Research Project aims to identify promising business models to reach lower-income consumers with nutritious foods. Through a systematic review of existing research and evidence, several examples of such business models were identified, including:

- Stakeholders can help support companies to adopt business models that serve lower-income consumers

Some of these business models are novel and only used at small scales or in certain markets. To reach larger groups of lower-income consumers, the business models need to be further developed and scaled up. To achieve this, businesses – especially small- and medium-enterprises – need support from a wide variety of stakeholders.

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