The underserved market in Latin America & the Caribbean is a clear Majority:

- 360 million people
- 70% of the total population
- $509 billion in annual earnings (PPP)

*What does the underserved market look like in the Caribbean?*
Research Questions

1. Does the population earning under the US$3260 PPP threshold constitute a “Majority” in the Caribbean?

2. What is the size and total income of the underserved population in the Caribbean?

3. What are the key areas for meeting the needs of the underserved population in the Caribbean?
Household surveys available for seven Caribbean countries:

- **The Bahamas** (2001)
- **Barbados** (1996/7)
- **Belize** (2002)
- **Guyana** (1999)
- **Haiti** (2001)
- **Jamaica** (2002)
- **Suriname** (2001, Paramaribo)
Underserved population share varies

Population shares by income group

<table>
<thead>
<tr>
<th>Country</th>
<th>Low</th>
<th>Middle</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bahamas</td>
<td>15.8%</td>
<td>71.5%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Barbados</td>
<td>10.2%</td>
<td>82.2%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Belize</td>
<td>64.3%</td>
<td>35.0%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Guyana</td>
<td>71.3%</td>
<td>28.5%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Haiti</td>
<td>95.9%</td>
<td>4.0%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Jamaica</td>
<td>89.1%</td>
<td>10.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Suriname</td>
<td>94.1%</td>
<td>5.9%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Population with incomes under $3260 PPP annually is a majority in five countries, but a minority in The Bahamas and Barbados.
Size of the Majority in the Caribbean

Total population below US$3,260 (PPP):

11,767,302 people
Total annual income of the underserved market is over $8.7 billion PPP (2005)
Key areas to address Majority market in the Caribbean

- Access to credit
- SME development
- Adequate housing and access to land titles
- Access to basic infrastructure
- Access to information and communication technology
How to meet the needs of the underserved market?

- Engage low income people as *producers and entrepreneurs*

- New *partnerships* among governments, businesses and local communities are needed to respond to development challenges

- Create new *business models* that generate mutual value to all partners
Thank you for your attention