



Investing for a world of change



Meet the solution driving change: Sonke Retail

Sector: Retail tech | Stage: Early commercial

1 Background

Sonke is a South African retail-tech company that creates affordable, sustainable refill stations, saving consumers money and eliminating single-use plastic.

2 The problem

Over **34 million** South Africans live below the poverty line, paying up to **2x** more for essentials while producing 1200% more plastic waste due to limited bulk purchasing options.

3 The solution

Sonke's automated refill stations enable consumers to reuse packaging and access everyday goods at up to

60% **lower cost**, while helping brands reduce packaging waste and reach new markets.

4 Impact

Saves consumers **up to 60%** on essentials.

Reduces single-use plastic waste.

Creates community employment and supports circular retail.

5 Opportunity

With rising living costs and retailer sustainability commitments, Sonke's refill model is a margin-accretive, scalable solution that bridges the gap between affordability and environmental impact.

6 Funding and partnership opportunities

Seeking US\$500 000 in grants, enterprise development, or pilot partnerships to expand its refill network across South Africa.

7 Founders and team



sonkeTM
ALL OF US.

Founded by Eben de Jongh, a South African entrepreneur and retail innovator, tackling poverty tax through affordable, circular solutions.

Contact information

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The Ninety One Accelerator supports early-stage climate innovations in Africa, helping entrepreneurs turn high-impact ideas into investable, scalable solutions – advancing our purpose of investing for a world of change.