

PushNcare Enters Africa's \$2.27B Wellness Market With AI-Powered Population Health Platform

PushNcare launches its AI-powered workforce health platform across Africa, targeting a \$2.27B corporate wellness market. After initial revenue-generating, it now serves corporations, governments, and institutions continent-wide.



Dover, Delaware Apr 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - PushNcare, Inc., the AI health infrastructure company building the definitive nutritional data layer for African and Diaspora populations, today announced the commercial launch of its Enterprise Population Health Platform across Sub-Saharan and

Central Africa. The company has completed its first revenue-generating corporate workforce audits - serving regional SMEs, Local Councils, and Municipal institutions - and is now accepting enterprise engagements across Nigeria, Kenya, and Cameroon.

The announcement positions PushNcare at the centre of a \$2.27 billion Middle East and Africa Corporate Wellness market projected for 2026, at a moment when African employers are confronting an invisible productivity crisis with no existing data infrastructure to address it.

The Problem African Employers Cannot Currently Measure

Across the African corporate sector, diet-driven Non-Communicable Diseases - including Type 2 Diabetes, hypertension, and metabolic syndrome - are generating an estimated 15% daily productivity loss across urban workforces. For a company of 500 employees, this translates to 75 people per day operating at clinically diminished cognitive and physical capacity, generating absenteeism costs, elevated insurance exposure, and institutional knowledge attrition that does not appear on any existing HR dashboard.

The root cause is structural: no clinical-grade nutritional data infrastructure has existed for African food systems. Until now, corporate wellness programs across the continent relied entirely on Western dietary frameworks that failed to account for the biochemical profiles of traditional African foods - the 60,000-plus dishes, preparation methods, and indigenous ingredients that constitute the actual diet of the African professional workforce.

The PushNcare Solution

PushNcare's proprietary Nutrition OS is grounded in Africa's most comprehensive AI Nutritional Knowledge Graph - a system trained on over 60,000 traditional African and Diaspora foods with biochemical precision unavailable in any existing global nutrition database. The platform understands, for instance, that mechanically pounding yam destroys its fibre matrix and triggers a blood sugar spike equivalent to processed sugar - a clinical variable that no generic Western algorithm detects and no existing corporate wellness program accounts for.

Through the Enterprise Population Health Platform, organisations of any size - from a 50-person SME to a national government ministry - can deploy a frictionless, anonymous five-minute Nutritional Risk Audit across their entire workforce or population. For a flat fee of three dollars per person, the designated HR Director, CFO, or public sector administrator receives a boardroom-ready analytics report within 48 hours, specifying the exact percentage of their population at high, moderate, and low clinical risk across five categories: Energy, Metabolic, Cardiovascular, Cognitive, and Nutritional adequacy - with each risk category translated directly into estimated annual financial exposure.

"Your workforce is not underperforming. Their diet is — and it is costing organisations across this continent millions in invisible, unmeasured losses," said Gilbert Mbeh, Founder and CEO of PushNcare. "For decades, corporate wellness in Africa failed because it imported solutions built for entirely different food systems. We built the infrastructure this market actually needed - from the ground up, for the foods our people eat, at a price point that removes every barrier to entry. Nutrition is no longer a perk. It is measurable productivity infrastructure."

Following the audit, PushNcare's Vanguard Network - more than 200 credentialed registered dietitians operating across 18 countries - delivers targeted clinical interventions via 1-on-1 consultations and daily WhatsApp monitoring, generating WHO-aligned, hyper-localised clinical meal plans in under 90

seconds. Monthly anonymised ROI dashboards allow HR and Finance teams to track measurable improvements in absenteeism rates, energy scores, and workforce health indices over time.

Infrastructure, Backing, and Scale

PushNcare operates on Google Cloud infrastructure through the Google for Startups Cloud Program, with architecture designed to support fifty million monthly queries as enterprise adoption scales. The company is incorporated in Delaware and operates active Concierge Hubs in Lagos, Nairobi, and Douala, with network expansion planned across additional African markets in 2026.

As a Stripe Climate member, PushNcare directs 0.5% of every transaction toward certified permanent carbon removal - an alignment with ESG mandates increasingly required by institutional investors and multinational corporate procurement frameworks.

The platform serves four distinct buyer categories: private sector corporations, government ministries and agencies, local councils and municipal bodies, and civil society organisations including NGOs conducting community population health screening.

About PushNcare, Inc.

PushNcare is the AI health infrastructure company building the foundational nutritional data layer for African and Diaspora populations. Operating a B2B Enterprise Population Health Platform and clinical dietitian marketplace across 18 countries, PushNcare converts ancestral food heritage into medical-grade nutritional intelligence for corporations, governments, and individuals. The company is backed by Google for Startups, incorporated in Delaware, and headquartered operationally in Douala, Cameroon, with active market presence in Nigeria, Kenya, and Cameroon. PushNcare is a Stripe Climate member, contributing 0.5% of revenue to permanent carbon removal.

For enterprise partnership enquiries, visit www.pushncare.com

For press and investor enquiries, contact press@pushncare.com

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