

Jumia Nigeria Company Profile

Jumia is the largest online shopping mall in Nigeria where over 700,000 weekly visitors buy everything from fashion to electronic products. With over 50,000 different products in stock across over 30 categories, Jumia offers customers the widest assortment at the most affordable prices.

Every day is exciting at Jumia.com.ng with offerings that are targeted and relevant to Nigerian consumers. From themed shopping events such as Singles Day and Black Friday, to deep discounts and special promotions such as Deal of the Day, customers have come to expect the best product discoveries at the lowest prices in the country.

Jumia is driven by a relentless commitment to customer satisfaction. The Jumia online store and mobile app ensures one-stop shopping anytime and everywhere for busy Nigerians with growing buying power. It has invested heavily in developing a world-class ecosystem of suppliers, customers and logistics. To date, Jumia's infrastructure consists of 100,000sqft warehouse, 150 vehicle delivery fleet, 15 delivery hubs and pickup stations nationwide, 100 customer service agents and a staff strength of over 1000 employees and sales agents. Still the company is growing daily to satisfy Nigeria's fast emerging consumer base.

Jumia's fast growth and innovative approach to e-commerce in Africa has resulted in worldwide recognition and accolades. The company has won numerous retail and business awards globally, most notably being the first African company to win the Best New Retailer Launch of the Year at the World Retail Awards in 2013. Previous winners of this prestigious award include Burberry, ASOS and Zappos.com. In addition, Jumia's success has been the subject of news publications world over, including The Wall Street Journal, The Financial Times, and Bloomberg.

Operating within the largest economy and most populous country in Africa, Jumia Nigeria was started with the vision of offering Nigeria's substantial consumer demographic a shopping experience that is convenient, consistent, safe, and second to none. It strives to promote economic development and empower young entrepreneurs to gain direct access to potential customers across Nigeria's 36 states.

The company is backed by an expert group of global investors and powered by brilliant young minds with enviable international experience. As a part of Rocket Internet Group and with a brand presence in nine other African countries, Jumia is easily the most trusted and recognizable online retailer in Nigeria. Since its launch in 2012, the company has become the number one online retailer in Nigeria by value, by volume and by visits.