

The 12 facts and figures about e-commerce in Nigeria in 2015



Info Lagos, Nigeria | Published on: January 26, 2016

AFRICA INTERNET GROUP

Summary **Pan-African E-commerce company, Jumia has just released a new Infographic with the objective of shining a light on the key facts and figures of the year that has passed as well as the promise of 2016. In 12 points, it goes back on its most memorable sales of the year, the records it broke, its engagement towards its customers and its fight for employment and talent creation in Nigeria, among others.**

Details Pan-African E-commerce company, Jumia has just released a new Infographic with the objective of shining a light on the key facts and figures of the year that has passed as well as the promise of 2016. In 12 points, it goes back on its most memorable sales of the year, the records it broke, its engagement towards its customers and its fight for employment and talent creation in Nigeria, among others.

“We do hope that this Infographic will surprise and amaze our fellow Nigerians and hopefully make them learn a thing or two about what happened in the e-commerce sector in Nigeria in 2015. 2015 was indeed a stepping stone for Jumia and there is no doubt 2016 will see Jumia soar to greater heights. We have already started the year 2016 with a big boom with the biggest Fashion Sale of the Year and have many more surprises coming your way!” commented Fatoumata Ba, Managing Director of Jumia Nigeria.

Relevant links  [Jumia](#)
 [Africa Internet Group](#)

About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carnudi, Easy Taxi, Everjobs, hellofood,

Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

powered by  pr.co