

Infographic: Mobile vs desktop orders - how Africa uses online food delivery



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AFRICA INTERNET GROUP

Summary **Africa's leading food delivery marketplace hellofood has released an infographic showing how the emerging mobile market impacts online food delivery in Africa.**

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Details Lagos, July 15 - Africa's leading food delivery marketplace hellofood has released an infographic showing how the emerging mobile market impacts online food delivery in Africa.

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Worldwide, mobile penetration is constantly on the rise. Particularly rapid growth can be observed in emerging markets such as many African countries. In 2014, the growth rate of mobile orders on hellofood reached 50% on the continent, facilitated by the increasingly affordable prices of smartphones (\$40). This has a great impact on millions of people's every-day lives.

Studies have shown that most Africans use their mobile phones predominantly to listen to music and interact with friends and relatives on social media. Taking pictures and browsing the web for information were also listed among the most common activities. But when it comes to mobile banking and payment, most users still seem slightly wary.

This caution was also observed by the online food delivery service hellofood. However, last year the online delivery platform counted the same quantity of orders from mobile phones as from desktops: both accounted for 50% of the total. As mobile phone usage and thus mobile orders is strongly rising, the amount is expected to surpass desktop orders shortly. Some countries are already mobile-first, for example Tanzania, where 79% of customers order food on their phones. Egypt (56%) and Ivory Coast (54%) have also shifted to mostly mobile orders. The other countries still make the majority of orders via desktop, with Ghana (69%) and Nigeria (61%) having the highest numbers of desktop orders.

In order to meet the customers' reservations about online payment, many companies, including hellofood, use cash-on-delivery services. This allows online companies to overcome issues of trust regarding internet businesses. Flexible payment methods are important, as such a huge percentage of business in Africa is still being done via cash-on-delivery to avoid the seemingly unsafe process of mobile banking. This payment method will remain predominant until the general perception changes along with the increase in mobile phone usage.

“Africa is a global leader in the development and adoption of mobile technology”, explains Joe Falter, CEO of hellofood, “and our strategy is centered around this. Mobile data speeds and handset capabilities have improved dramatically in the last 5 years, and hellofood is taking advantage of this to meet new consumer needs. It’s an incredibly exciting time to be working in mobile in Africa.”

About hellofood

hellofood is the leading online food ordering and delivery platform in Africa. The company enables restaurants to become visible in the online and mobile world and provides them with constantly evolving online technology. For consumers, hellofood offers the convenience of ordering food online from a huge range of restaurants, from which they can choose their favorite meal on the web or via the app. hellofood operates in Nigeria, Morocco, Kenya, Ghana, Senegal, Ivory Coast, Rwanda, Tanzania, Uganda and Algeria.

About Africa Internet Group

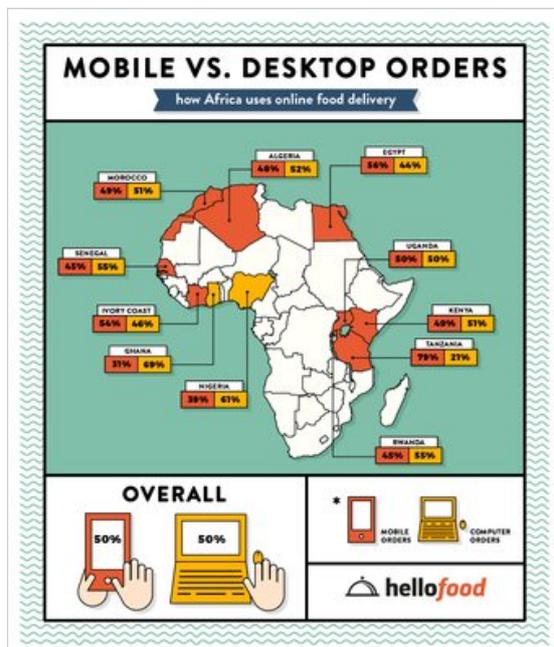
Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa’s startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation due to a huge passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies that operate in more than 30 African countries. Its network of companies includes Carmudi, EasyTaxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

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