

Jumia dominated Black Friday Sales in Nigeria and reveals astounding performance




Info Lagos | Published on: December 3, 2015

AFRICA INTERNET GROUP

Summary **Jumia dominated Black Friday Sales in Nigeria and reveals astounding performance**

Spokespeople

Bankole Cardoso
Head of Communications at
Africa Internet Group
bankole.cardoso@africainternet
group.com
 BankyC

Details Fatoumata Ba, Managing Director of Jumia Nigeria disclosed this morning the results of Black Friday Sales and one thing is sure: the performance of African e-commerce giant is le-gen-da-ry.

"Our amazing performance on Black Friday demonstrates the success of our strategy to continuously deliver the best retail value proposition through the widest assortment, at the best price and the best possible shopping experience."

Black Friday 2015 is a turning point for Jumia and for the retail space in Nigeria on several levels: a record number of brands and vendors participated to Jumia Black Friday and offered exclusive deals to our fellow Nigerian customers, millions of them visited our website, generating revenues that are 25 times more important than on an average day.

Jumia's team is already preparing at full speed the festive season to allow every Nigerian to spoil his/her beloved ones with even more amazing products offering and deals for upcoming 12.12 and Christmas celebrations.

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

Images



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 Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.