

# Kaymu.com.ng releases white paper on e-commerce market trends in Nigeria



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AFRICA INTERNET GROUP

Summary **After months spent conducting a detailed research on the e-commerce eco-system in Nigeria, leading online shopping community Kaymu Nigeria has put together a white paper tagged; E-commerce in Nigeria: Market Trends and Consumer Behavior where they researched on the purchasing habits of e-commerce consumers in Nigeria.**

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Details 15th December 2015 - After months spent conducting a detailed research on the e-commerce eco-system in Nigeria, leading online shopping community Kaymu Nigeria has put together a white paper tagged; E-commerce in Nigeria: Market Trends and Consumer Behavior where they researched on the purchasing habits of e-commerce consumers in Nigeria.

E-commerce research encompasses a wide variety of information gathered for e-business planning and prospecting and can be useful to track opinions, profiles and customer behavior.

"From research into consumer behavior, it is clear that an increasing number of consumers in Nigeria use the internet to buy products and services. This is closely connected to the internet adoption and usage which continues to rise at an exponential rate. We have studied why some consumers use the Internet. Some, to do shopping, many others prefer to get the information of a product online and use in shopping offline", stated Sefik Bagdadioglu Managing Director Kaymu Nigeria.

Many large b2b e-commerce services use research of trends to predict the content, products and services buyers will find most attractive in near future markets. The results of this research largely effects how e-commerce services cater to their market's technical capabilities, wants, interests and behaviors.

Full research: <http://www.kaymu.com.ng/research/>

## About Kaymu

Kaymu is the leading online shopping community, and the safest platform on the market. It connects and empowers buyers and sellers to allow them to take advantage of the best deals on an extensive range of products including electronics, mobile phones, fashion items and tons of gadgets. Thanks to a fixed price system, Kaymu guarantees that users will always find the lowest prices on the market.

Relevant links

 Full Research

 Kaymu

 Africa Internet Group

Images



Documents

 E-commerce\_NG.pdf

## 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.