

# Africa's leading e-commerce site JUMIA has now launched in Senegal



This follows recent successful launches in Tanzania and Angola, taking the number of countries in which the online retailer is active to twelve

Info Dakar, Senegal | Published on: April 13, 2015

AFRICA INTERNET GROUP

Summary **Following its recent successful launches in Angola and Tanzania, Africa's leading online retailer JUMIA today announces its expansion to Senegal. This brings the number of countries in which the e-commerce site is active to twelve and marks its continuous expansion in Africa.**

Spokesperson

**Nils Seger**  
Head of Communications at  
Africa Internet Group  
nils.seger@africainternetgroup.com

n.seger

nilsseger

Details Dakar, 13th April 2015 - Following its recent successful launches in Angola and Tanzania, Africa's leading online retailer JUMIA today announces its expansion to Senegal. This brings the number of countries in which the e-commerce site is active to twelve and marks its continuous expansion in Africa.

According to the World Economic Outlook Database by the International Monetary Fund, Senegal has a nominal GDP of \$16 billion and is Africa's 22nd largest economy having an economic growth rate of 5 % in 2014. With a strong purchasing power, and growing interest in consumer goods, Senegal reveals itself to be a promising market. There is a steadily increasing number of Internet and Smartphone users, proving that now is an ideal time for online retail to establish itself.

Patrick Farnole, Managing Director JUMIA Senegal, commented: "A new way of shopping was born in Senegal. Imagine a website where you can find anything you look for. You may enjoy cruising online from shop to shop, discovering our new weekly arrivals, comparing prices, brands, and find what you like at the right price. Today it is real on jumia.sn. Ordering takes 10 seconds. Pay cash on delivery at your doorstep, all around Senegal. What else would you wish for? Stay tuned, it is only the beginning."

JUMIA first launched in 2012 and has already successfully brought e-commerce to Nigeria, Ivory Coast, Egypt, Algeria, Cameroon, Morocco, Kenya, Ghana, Uganda, Tanzania and Angola. With its own warehouses and delivery teams, as well as a variety of payment options including cash on delivery, credit card and mobile money, it has adapted the global megatrend for African consumers and won the trust of a large and constantly growing customer base.

## About JUMIA

JUMIA is Africa's leading online shopping destination and a one-stop online retailer for all fashion and hi-tech needs. Customers across the continent can shop amongst the widest assortment of high quality products at affordable

prices – offering everything from fashion, consumer electronics, home appliances to beauty products. Products can be purchased using a multitude of payment options including cash on delivery, mobile money transfer, PayPal or credit card. JUMIA was the first African company to win an award at the World Online Retail Awards as the “Best New Retail Launch” of the year in 2013.

### **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, it’s culture and it’s 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.

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, it’s culture and it’s 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.