

E-COMMERCE IN RURAL AREAS OF CÔTE D'IVOIRE



Key figures for Ivory Coast



Over the past thirteen years, e-commerce has taken root in Côte d'Ivoire, transforming the way Ivorians behave. With its dynamic economic growth, the country has experienced a real technological boom, and today **a large proportion of the population is connected to the Internet, thanks in particular to the democratization of smartphones**, which have become more accessible.

This technological evolution has changed the consumer habits of Ivorians. Owning a smartphone and having access to the Internet considerably simplify daily life.

E-commerce is now an integral part of purchasing practices, especially in Abidjan, but also in secondary and rural areas, where

e-commerce provides a concrete solution for communities.

With the inauguration in April 2025 of Jumia's new warehouse at PK24, in the presence of His Excellency Dr Souleymane Diarrassouba, Minister of Trade and Industry, **Jumia reaffirms its commitment to contributing effectively and sustainably to the development of e-commerce in Côte d'Ivoire**. The proposed new e-commerce law also demonstrates the government's commitment to facilitating and supporting all players in the ecosystem, **with the aim of positioning Côte d'Ivoire as a leader in the digital field**. In addition, this initiative will support consumers throughout their purchasing journey, ensuring their protection.

Population^[1]



32.7m

2025

The average age is 18.3 years.

Urban and rural population^[2]



47.5%

 Rural areas

2021

Almost half of the population lives in rural areas

[1][1] UNFPA [2] NATIONAL STATISTICS INSTITUTE

Key figures for Ivory Coast

Internet penetration^[5]



39.6%

2025

Over 50% of the population still has no access to the Internet

Smartphone penetration^[5]



44.6m

2025

Booming, the smartphone is the main tool for connecting to Internet

GDP^[3]



6.1%

2024

The Ivorian government forecasts that economic growth will accelerate to 7% by 2025, confirming the country's upward momentum.

Literacy rate^[2]



47%

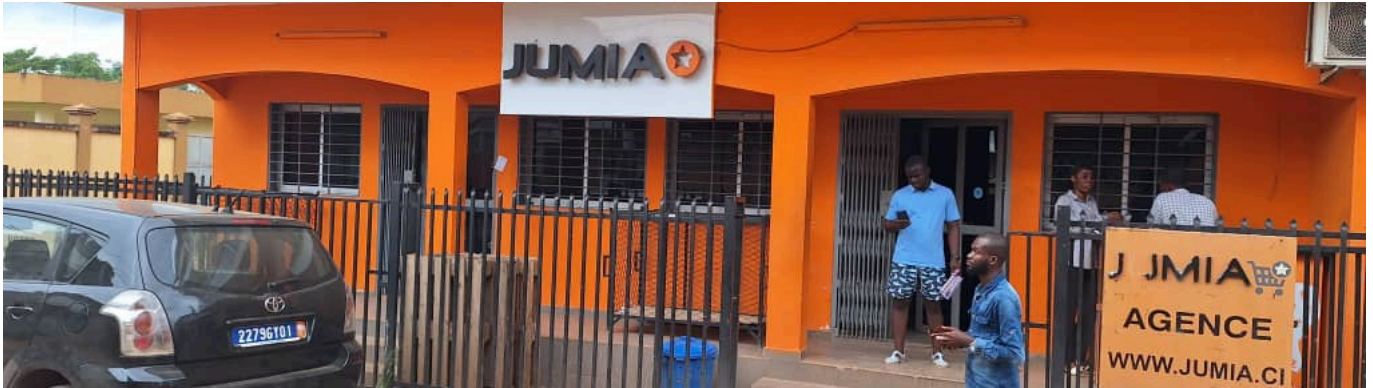
2023

Rural areas most affected by illiteracy



[2] NATIONAL STATISTICS INSTITUTE [3] GOVERNMENT OF CÔTE D'IVOIRE [4] IVORIAN ECONOMY [5] DATAREPORTAL

Jumia's presence in Ivory Coast



Jumia has completely **adapted its e-commerce platform to local conditions**.

It offers products in a wide range of categories with over 800,000 products, such as telephones and electronics, household appliances, fast-moving consumer goods, fashion and beauty. More than 100 official boutiques of recognized partner brands guarantee authenticity and excellent value for money. These brands include **international leaders as well as national champions** such as Samsung, Tecno, Smart Technology, Nasco, Adidas, Casio, Nestlé and Dinor.

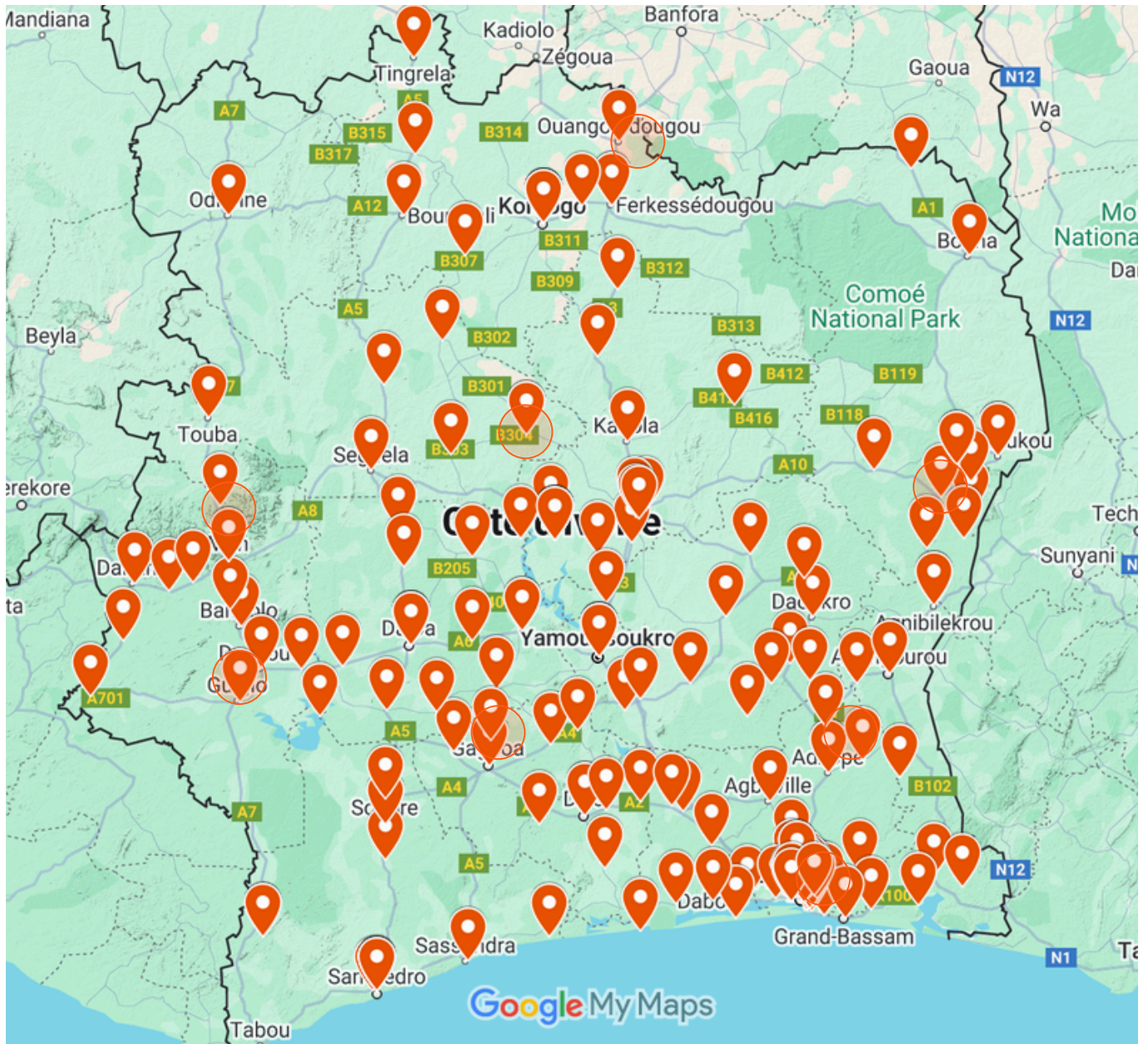
Jumia provides an efficient delivery service to all regions of Côte d'Ivoire. With an **in-depth understanding of the country's logistical challenges and cultural specificities**, Jumia uses its network to offer solutions tailored to the needs of consumers and businesses.

Thanks to this technology, everyone can benefit from the advantages of Jumia's logistics platform. With its **"Jumia Delivery" service, Jumia offers shipping and delivery solutions accessible to all:** companies, sellers, e-merchants and individuals, throughout Côte d'Ivoire.

E-commerce remains extremely relevant in rural areas where access to products remains limited or very expensive. With its JForce teams and extensive network of collection points, Jumia offers a solution to consumers who do not have access to a wide range of products due to **limited options on the local market**.

By facilitating access to online shopping for rural consumers through **a physical presence and human interaction**, Jumia offers a wide range of products, competitive prices, transparency and delivery close to home via its collection points.

Jumia's presence in Ivory Coast



Source: Jumia Internal Data



PUS locations

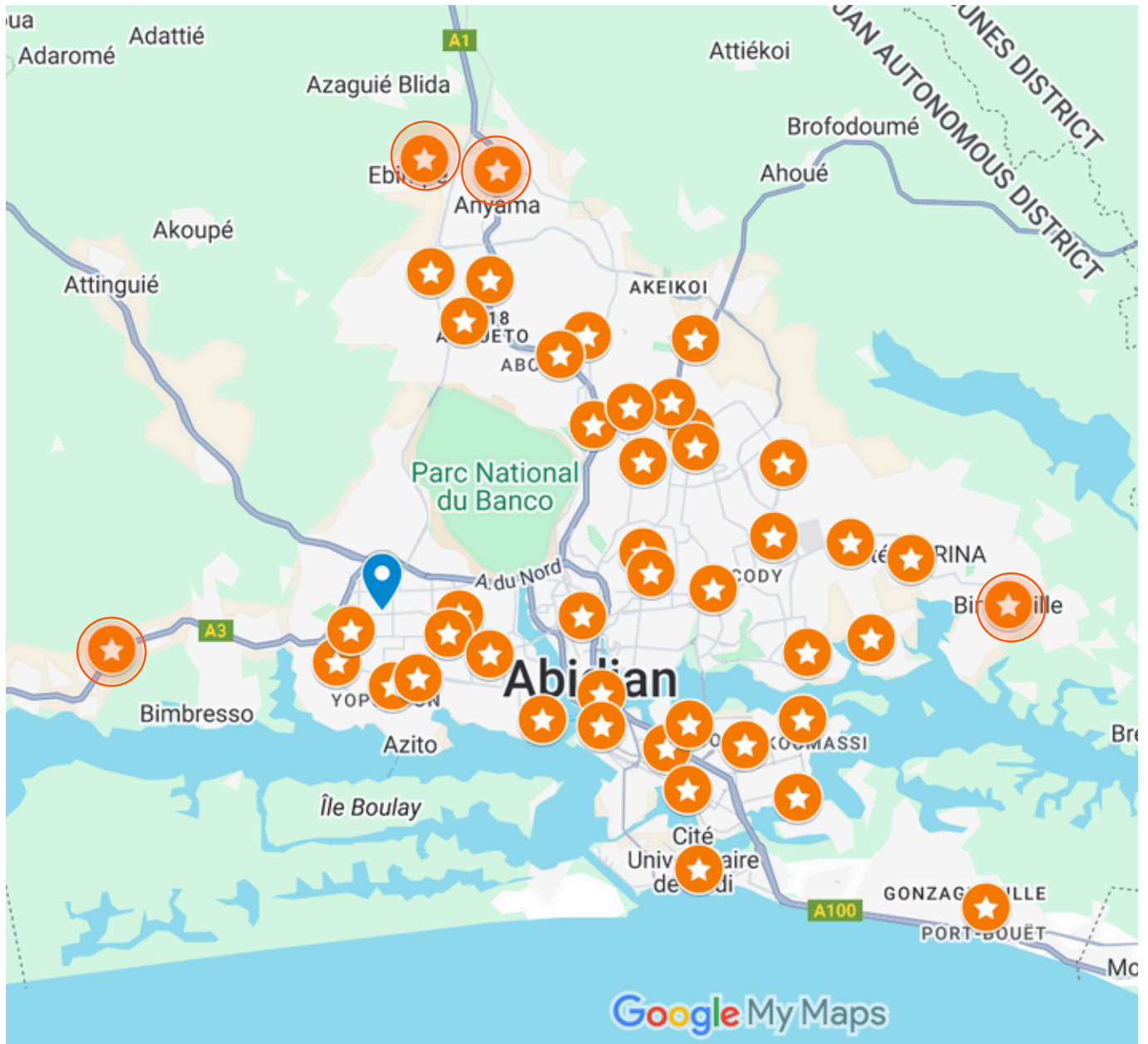


Consumer demand growth

Jumia is physically present via its warehouse at PK24 and its strategically located collection points in around a hundred towns, **bringing the offline and online worlds together**. They also enable **consumers to experience online ordering**, after-sales service and low-cost delivery. What's more, they avoid last-mile costs for Jumia.

[6] JUMIA INTERNAL DATA - DECEMBER 2024

Jumia's presence in Abidjan



Source: Jumia Internal Data



PUS locations



Consumer demand growth

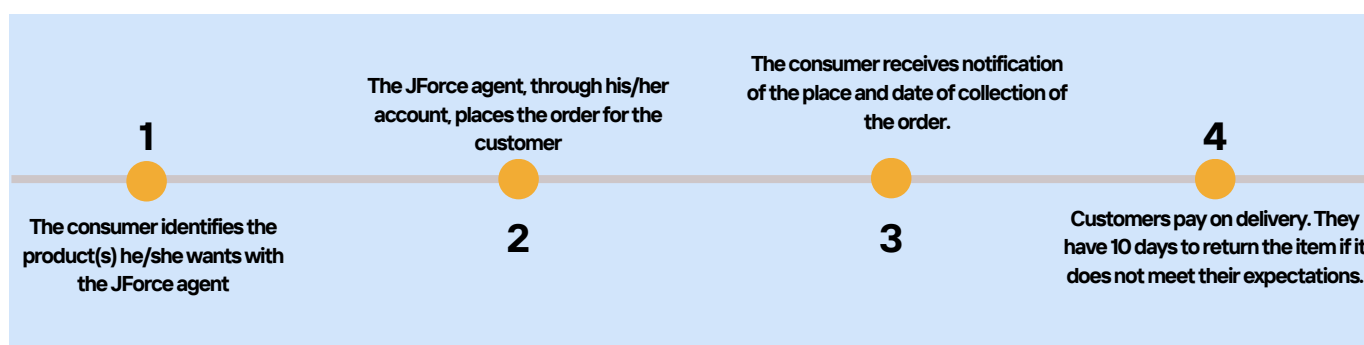
In 2024, the communities of Greater Abidjan, such as Bingerville, Songon and Anyama, experienced strong growth.

[6] JUMIA INTERNAL DATA - DECEMBER 2024

Rural consumers



The Rural consumer shopping process



Best-selling products ^[6]



Tv, audio and video



Appliances



Phone and accessories

2024



No. of products available on Jumia IC ^[6]

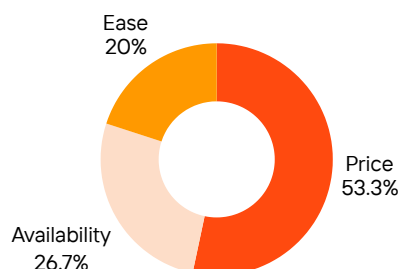
2024

800,000

Rural consumers are interested in a variety of products that are not readily available in their regions.

The product categories most in demand in 2024 are Televisions, Audios and Videos, followed by Home Appliances and finally Phone and Accessories.

Why do consumers buy Jumia? ^[7]



[6] JUMIA INTERNAL DATA - DECEMBER 2024 [7] BRITISH INTERNATIONAL INVESTMENT STUDY- 2025

Testimonials



"Jumia really makes my life easier, especially as I'm nearly 700 km from Abidjan. On Jumia, I can find everything I need that is not available in my city. I'm used to ordering various items, such as household appliances, computer tools, kitchen utensils, office furniture, smartphones and even cosmetics. Anything that's essential to my daily life, I order on Jumia."

— **Bernadette Yapi, Customer in Touba.**



"I've been ordering from Jumia for over 3 years now. Thanks to Jumia, I'm able to get cheaper items. I no longer have to travel to Abidjan. I order items for my wife and myself."

— **Koné Laciné, Customer in Bonon**



"I started buying online after meeting agents who explained how it works. I bought my refrigerator; the price was much better than those in neighboring towns and above all there was a wider choice."

— **Marcel Blé, Customer in Gagnoa**



"The collaboration between Jumia and Infinix has been going on for over three years and has many advantages. We manage to make a profit on all the campaigns we take part in with Jumia. What's more, this collaboration strengthens our proximity to our customers, thanks to the increased visibility that Jumia offers us through its various campaigns."

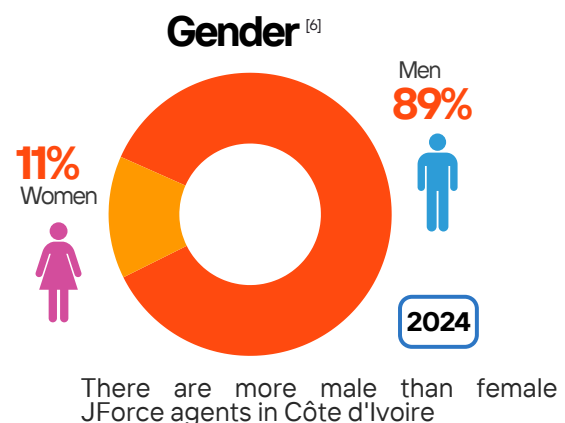
— **Claude-Armand Kouko, Infinix CI Representative**

JForce facts



Internet access is still limited in some regions, particularly **in rural areas where almost 50% of the population live**. To reach these rural communities, Jumia has set up a sales agent program called JForce, aimed at those who have difficulty accessing the Internet, to help them place their orders online, via paper leaflets. his network is omnipresent in inland towns and **contributes to the digital education of the local community**.

JForce is made up of independent sales agents whose mission is **to prospect offline customers, raise their awareness of e-commerce and introduce them to the products available on the Jumia site**. Each order placed generates a commission for the JForce agent. Thanks to this program, Jumia has succeeded in promoting several brands and agricultural products. In 2024, La JForce carried out over 120 marketing activations in the country.



[6] JUMIA INTERNAL DATA - DECEMBER 2024

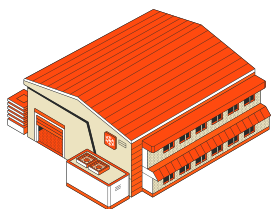
Logistics



Jumia's logistics platform plays an essential **role in the rapid and reliable delivery of goods to consumers in every corner of the country**. The company currently operates more than 200 pick-up points (PUS) in over 120 towns and cities, including some in remote areas such as Touba,

Tabou and Dianra.

Since the beginning of 2025, Jumia Côte d'Ivoire has had a new, modern warehouse at PK 24, which represents **a significant step forward in its operational capacity**.



Capacity: **36,000 m²**

Storage Capacity: **1.8m items**

More than 120 cities served

More than 650 employees

The 36,000-square-meter warehouse, including 25,000 square meters of covered storage area, more than doubles the capacity of its previous 10,000-square-meter warehouse, and can accommodate up to 1,800,000 products. This new infrastructure plays **an essential role in the logistics network, serving as a reception, processing, temporary storage and distribution point for parcels to various delivery locations across the country**.



The warehouse extension marks a major milestone in Jumia Côte d'Ivoire's growth and demonstrates Jumia's commitment to improving the delivery experience for its customers and partners. What's more, the strategic location of the new warehouse, close to the northern freeway, will **optimize order processing and ensure fast, efficient delivery** of products throughout the country.

[6] JUMIA INTERNAL DATA - DECEMBER 2024

Logistics facts



Growth regions ^[6]

By GMV growth

- Mahapleu
- Sandégué
- Toupah
- Dabakala
- Doropo



Delivery Time ^[6]

2 to 3 days
average in rural areas



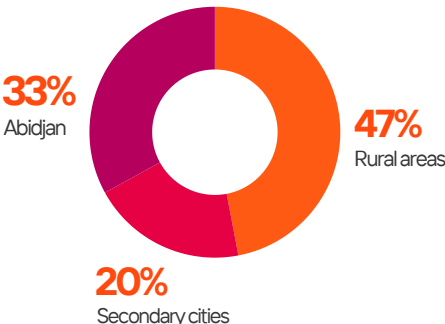
Logistics Transport Partners ^[6]

9



Orders destinations ^[6]

By Region



Average delivery costs ^[6]

500 FCFA



Number of Pick-up stations ^[6]

221

Almost 50% of orders were placed from rural areas in 2024, a steady increase over the past five years.

Over 80% of these SUPs are owned and operated by logistics partners, reinforcing Jumia's asset-light business model.

[6] JUMIA INTERNAL DATA - DECEMBER 2024

Impact on communities



Job creation

Thousands of opportunities for young people in Côte d'Ivoire have been created thanks to the JForce program, which enables them to become their own bosses by becoming young entrepreneurs.

Agricultural products

Farmers in rural areas can now overcome their difficulties in accessing larger markets through e-commerce. Jumia has sold a wide range of agricultural products, offering more choice and better prices than local competitors.



Easier access

Consumers across the country are able to buy online, eliminating several layers of the distribution chain. This dynamic promotes greater choice and highly competitive prices for consumers.



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