

# BLACK FRIDAYS

2020

JUMIA



## GREAT CONSUMER ENGAGEMENT



Over **113M**

Visits during Black Fridays 2020



Over **1.5B**

Page views during Black Fridays 2020



Over **99M**

Views of our Black Fridays 2020 videos

3X more than 2019

### Top product categories in terms of items sold



### Beauty UX Innovations

L'Oréal-Modiface virtual try-on make-up for the **1st time in Africa**

## ACCELERATING SELLERS' GROWTH



More than **41.500 sellers** used our platform to reach millions of consumers



**141% YoY growth** on the number of items sold from Top 20 sellers during the event



**International brands** partnered with Jumia during Black Friday 2020

L'OREAL Coca-Cola NIKE SAMSUNG P&G Unilever Apple Nestlé

...and many more.

«Jumia Black Fridays is an opportunity for us to ensure that consumers have access to our essential products through Jumia, especially during the COVID-19 period.»

**Afan Onwardi**  
Reckitt Benckiser - Nigeria

«Jumia has enabled us to reach millions of consumers at the click of a button and giving them access to the best products across household & beauty brands.»

**Khaled Soiman**  
Procter & Gamble - Egypt

«With Jumia Black Fridays, our consumers can enjoy a flagship experience at every price point from entry-level, mid-range to high-end phones.»

**Gopher Ogembor**  
Nokia - Kenya

## DELIVERING MORE PACKAGES FASTER



Over **3.8M**

Packages handled during Jumia Black Fridays

Over **55%**

Of packages reached consumers in less than 24 hours

## FACILITATING TRANSACTIONS WITH JUMIAPAY



Adoption **34%**

Orders paid with JumiaPay during Jumia Black Fridays

Growth **+55%**

JumiaPay Transaction vs. Black Fridays 2019

Jumia Black Fridays was running from November 6th to November 30th (including Cyber Monday)