Top product categories in terms of items sold:

1. Beauty
2. Fashion
3. Home
4. FMCG
5. Phones

Beauty UX Innovations: L’Oréal-Modiface virtual try-on makeup for the first time in Africa.

ACCELERATING SELLERS’ GROWTH

More than 41,500 sellers used our platform to reach millions of consumers.

14% 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’Oréal
- Coca-Cola
- P&G
- Unilever
- 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 Soiliman
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 4.8M 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:

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