

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'ORÉAL

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 Soïman
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

+55%

JumiaPay Transaction vs. Black Fridays 2019



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