

DIGITAL & TRENDS

E-commerce in Nigeria

Table of Contents

01 Overview

E-commerce retail as share of total retail in Africa 2020-2021, by country
Number of e-commerce users in selected African countries 2023-2027
Nigeria: online usage penetration 2018-2027
Internet users in Nigeria 2018-2022, with forecasts up until 2027

02 Spending & Payments

Internet users using mobile payment methods in Africa 2021, by country
Revenue per user of e-commerce in Nigeria 2018-2027
E-commerce spending in Nigeria 2022, by category
E-commerce spending growth in Nigeria 2022, by category
Visa, Mastercard market share in Nigeria 2022
Share of payments with e-wallet in Nigeria 2020, by leading service

03 Marketplaces

E-commerce penetration rate in selected African countries 2023-2027
Revenue of the food and personal care e-commerce market in selected African countries
Web visitors of all online marketplaces in Nigeria 2017-2020
Popular shopping apps in Google Play Store in Nigeria 2021
Popular shopping apps for iPhone in Nigeria 2021
Increase in e-commerce due to COVID-19 in Africa 2021, by country

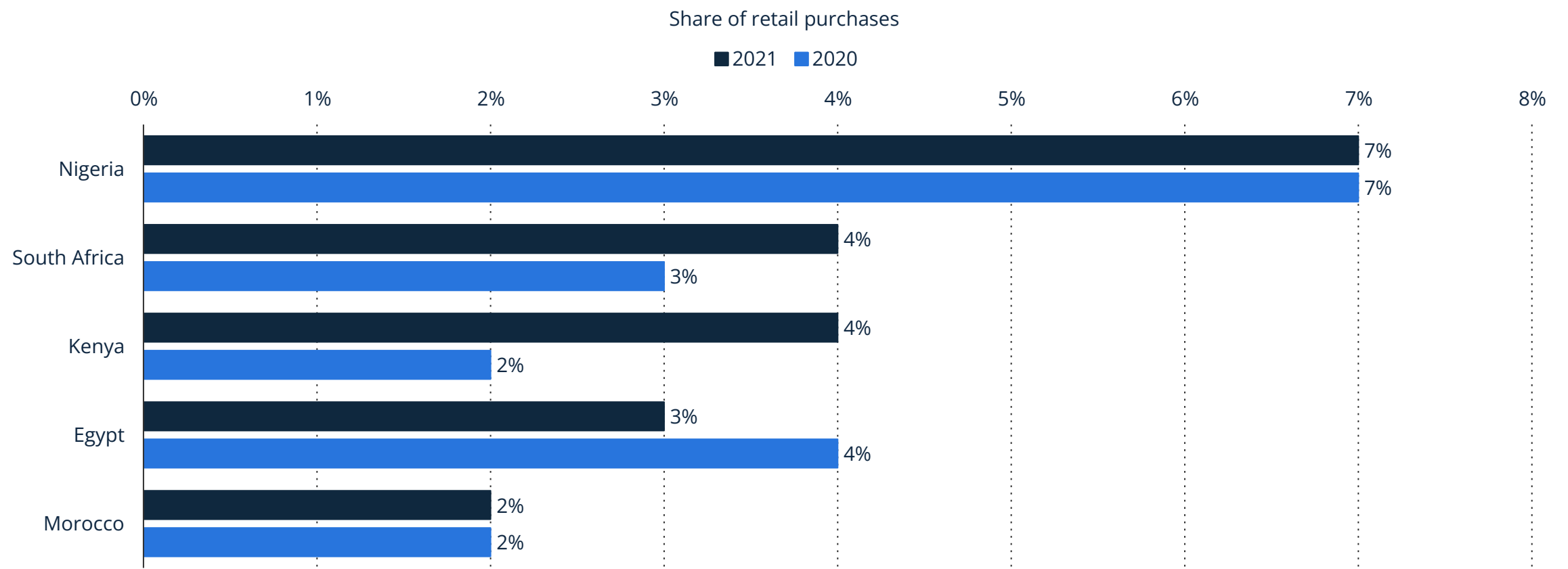
	Increase in online grocery shopping after COVID-19 in Africa 2020, by country	21
<u>03</u>		
<u>04</u>	04 Jumia	
<u>05</u>	Active customers of Jumia Technologies AG 2017-2020	23
<u>06</u>	Annual net revenue of Jumia Technologies AG 2017-2020	24
	Distribution of visits on Jumia in Africa 2023, by country	25
	Monthly Active Users (MAU) of Jumia Food app in Kenya, Egypt, and Nigeria 2017-2021	26
<u>08</u>	Visits on Jumia on selected domains in Africa 2022	27
<u>09</u>		
<u>10</u>	05 Other players	
<u>11</u>	Visitors of Konga.com 2017-2020	29
<u>12</u>	Visitors of Konga.com in Nigeria 2020, by age	30
<u>13</u>	Visitors of NigeriaCarMart in Nigeria 2017-2020	31
	Visitors of Chutku in chuktu.com.ng 2017-2020	32
<u>15</u>		
<u>16</u>	06 Opinions	
<u>17</u>	Attitudes towards online shopping in Nigeria 2023	34
<u>18</u>	Most popular categories for online purchases in Nigeria 2023	35
<u>19</u>	Online vs. offline purchases by category in Nigeria 2022	36
<u>20</u>		

CHAPTER 01

Overview

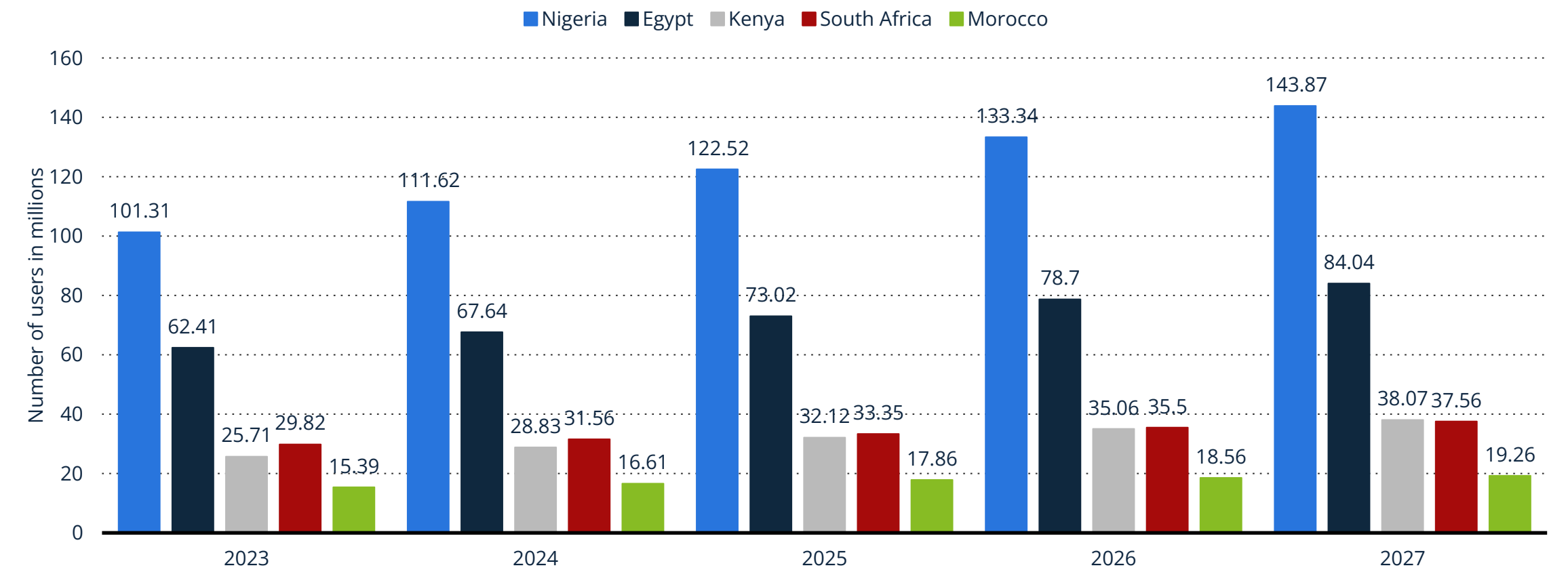
E-commerce retail as share of total retail in selected African countries from 2020 to 2021

E-commerce retail as share of total retail in Africa 2020-2021, by country



Number of e-commerce users in selected African countries in 2023 and 2027 (in millions)

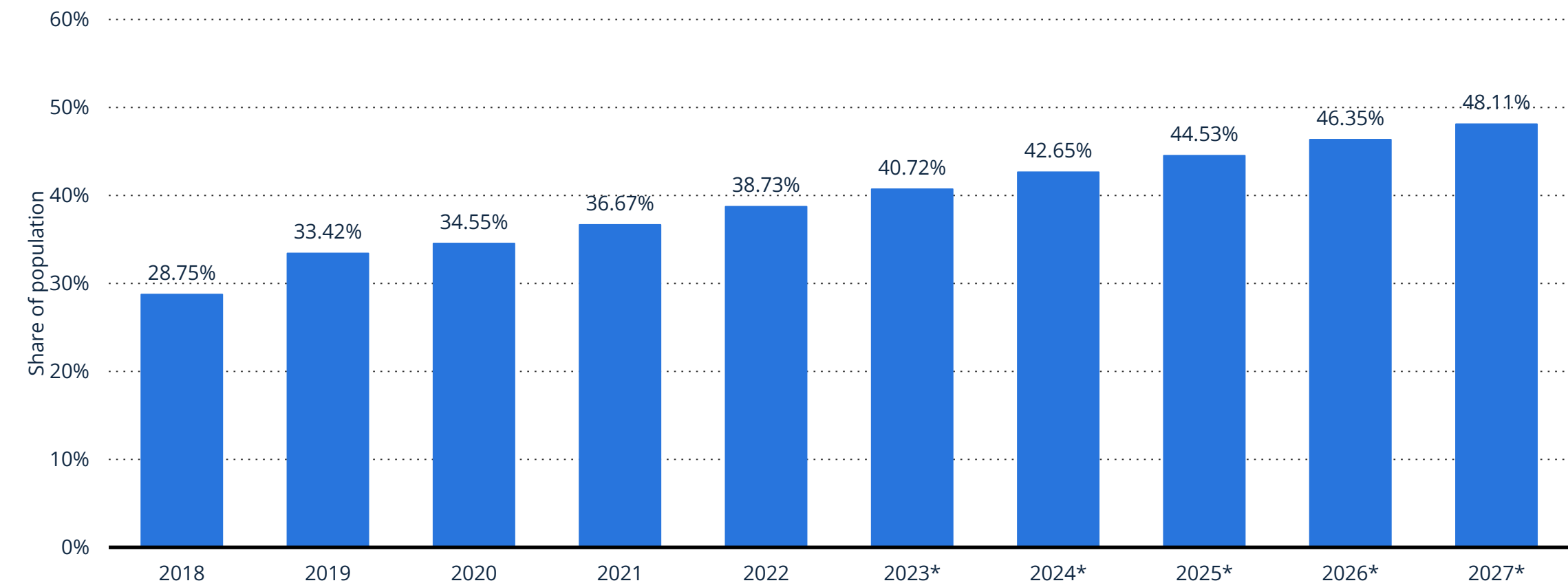
Number of e-commerce users in selected African countries 2023-2027



4 **Description:** The number of users is forecast to experience significant growth in all regions in 2027. From the selected regions, the ranking by number of users in the E-commerce market is forecast to be lead by the Nigeria with 143.87 million users. In contrast, the ranking is trailed by Morocco with 19.26 million users, recording a difference of 124.61 million users to the Nigeria. [Read more](#)
Note(s): Kenya, Morocco, Nigeria, South Africa, Egypt; 2023 to 2027
Source(s): Digital Market Insights

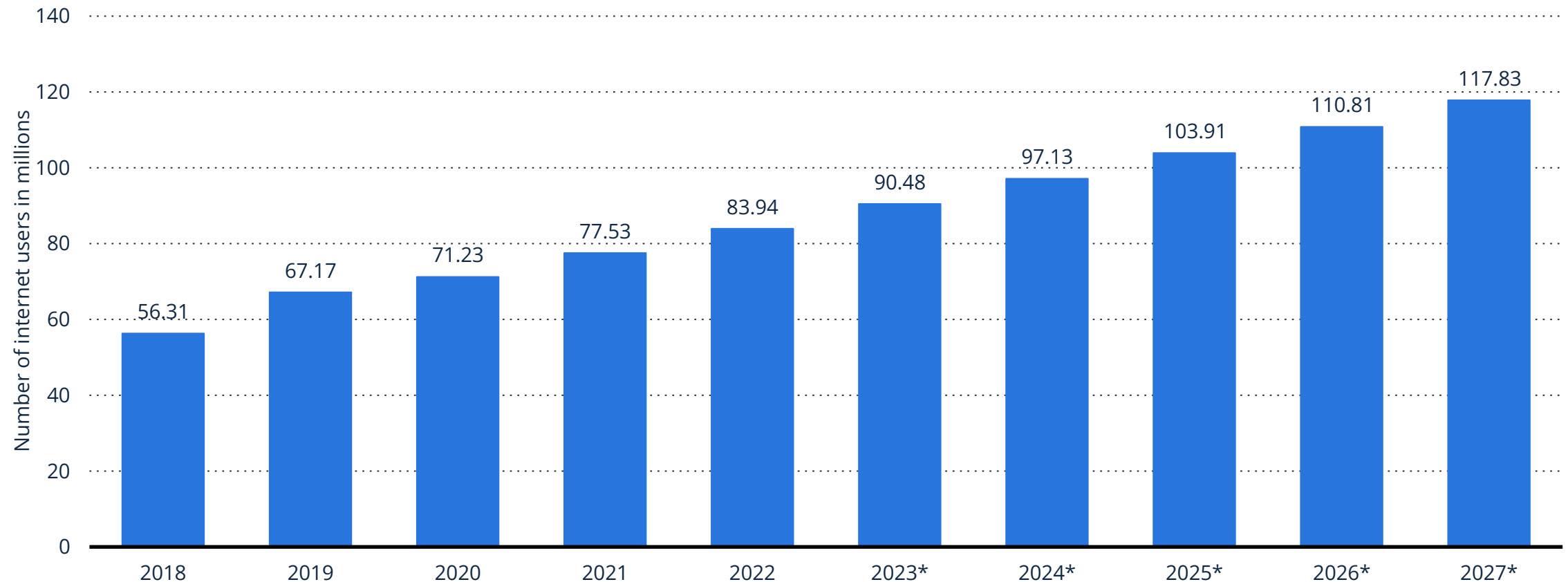
Internet user penetration in Nigeria from 2018 to 2027

Nigeria: online usage penetration 2018-2027



Number of internet users in Nigeria from 2018 to 2022, with forecasts from 2023 to 2027 (in millions)

Internet users in Nigeria 2018-2022, with forecasts up until 2027

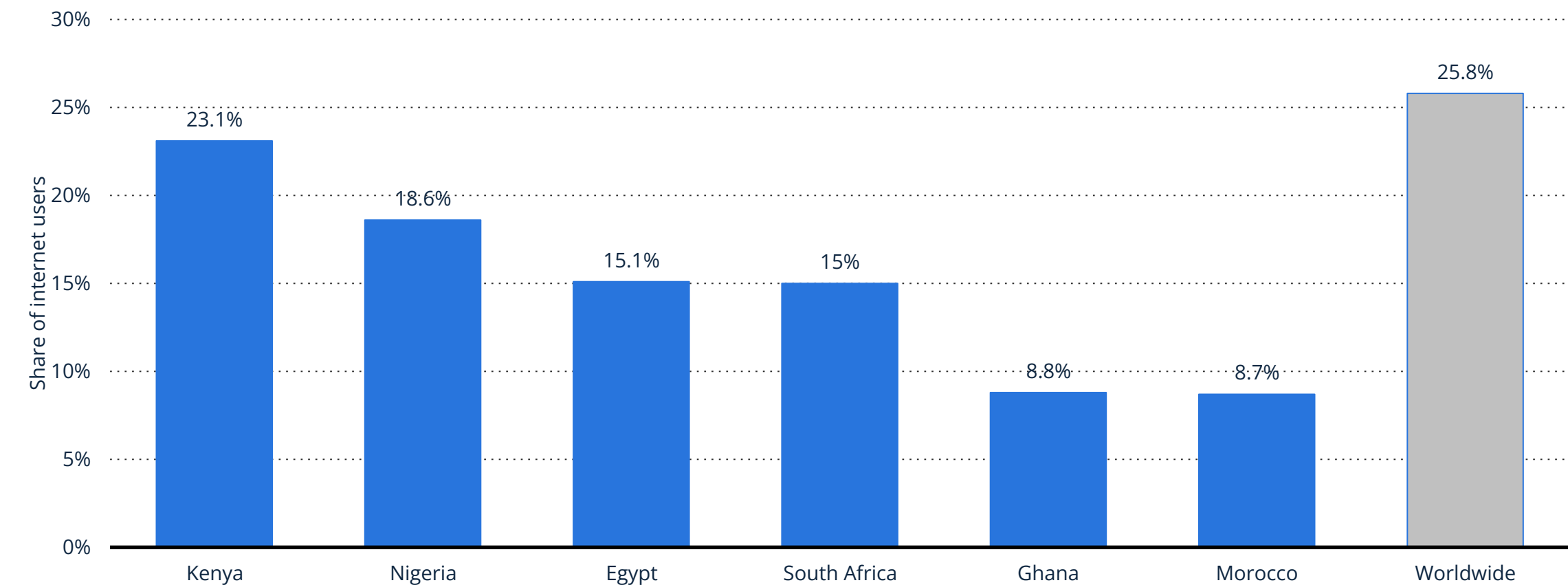


CHAPTER 02

Spending & Payments

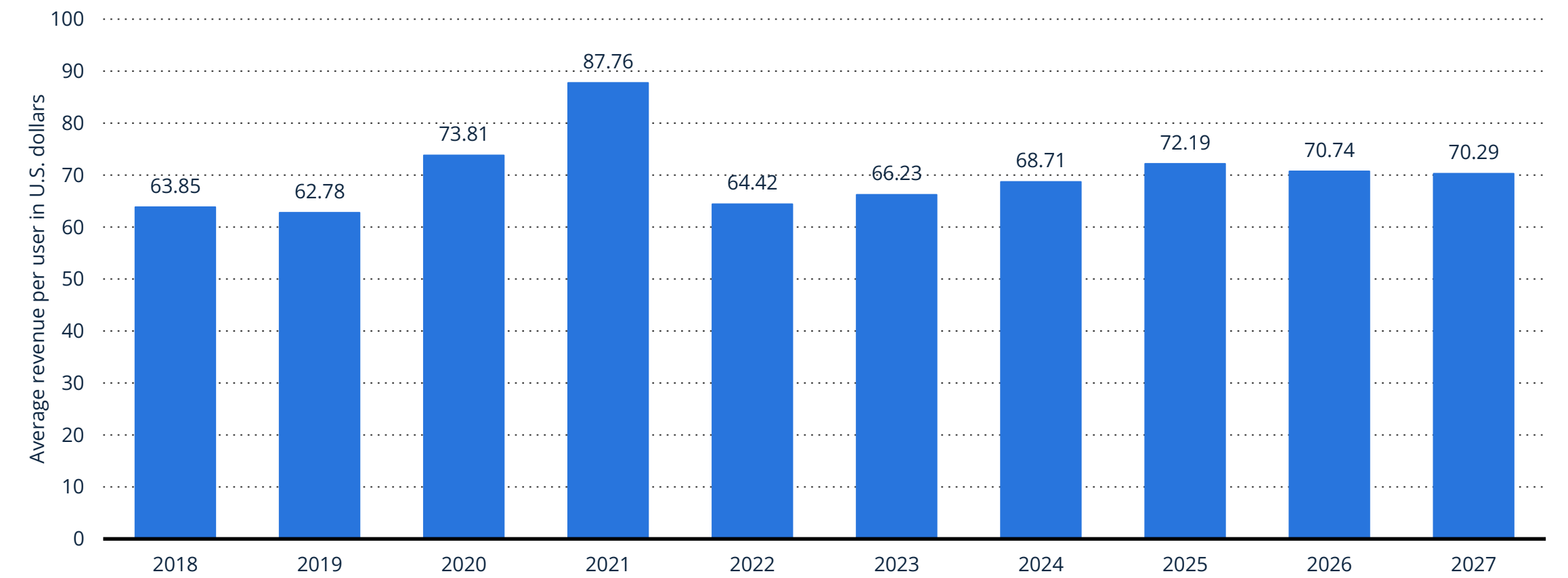
Share of internet users using mobile payment methods each month in selected countries in Africa compared to the global average in 2021

Internet users using mobile payment methods in Africa 2021, by country



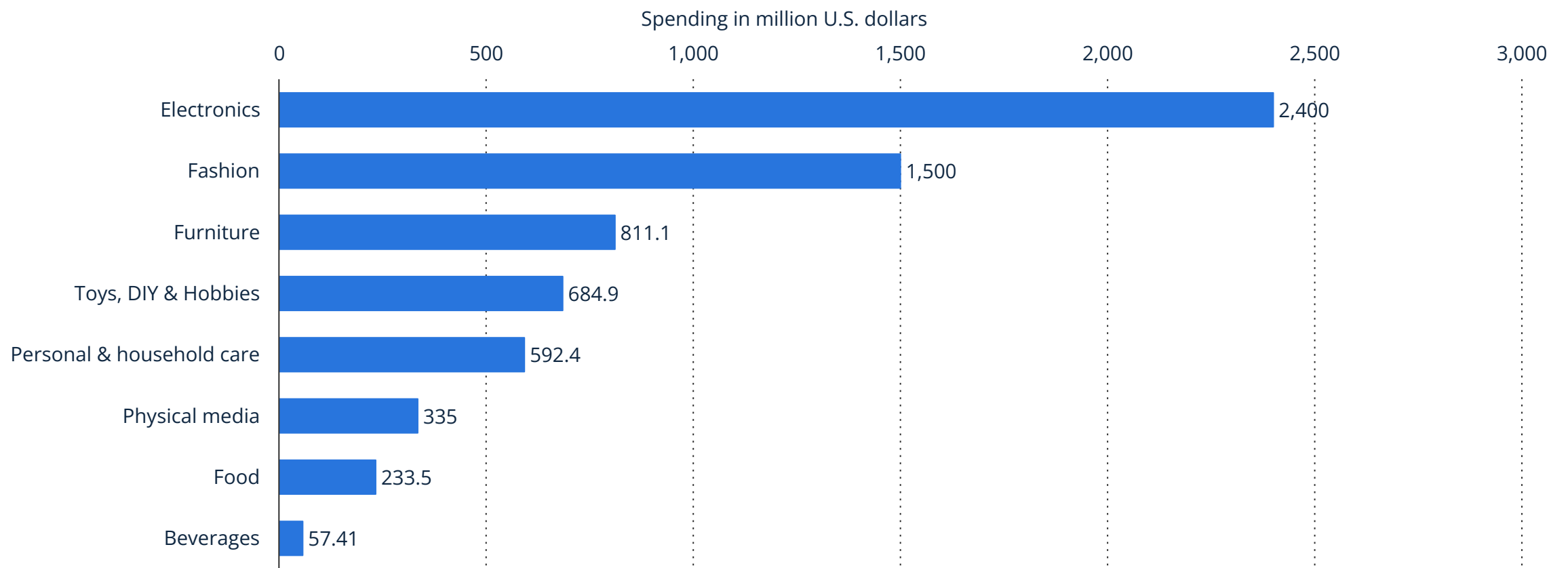
Revenue per user of the e-commerce market in Nigeria from 2018 to 2027 (in U.S. dollars)

Revenue per user of e-commerce in Nigeria 2018-2027



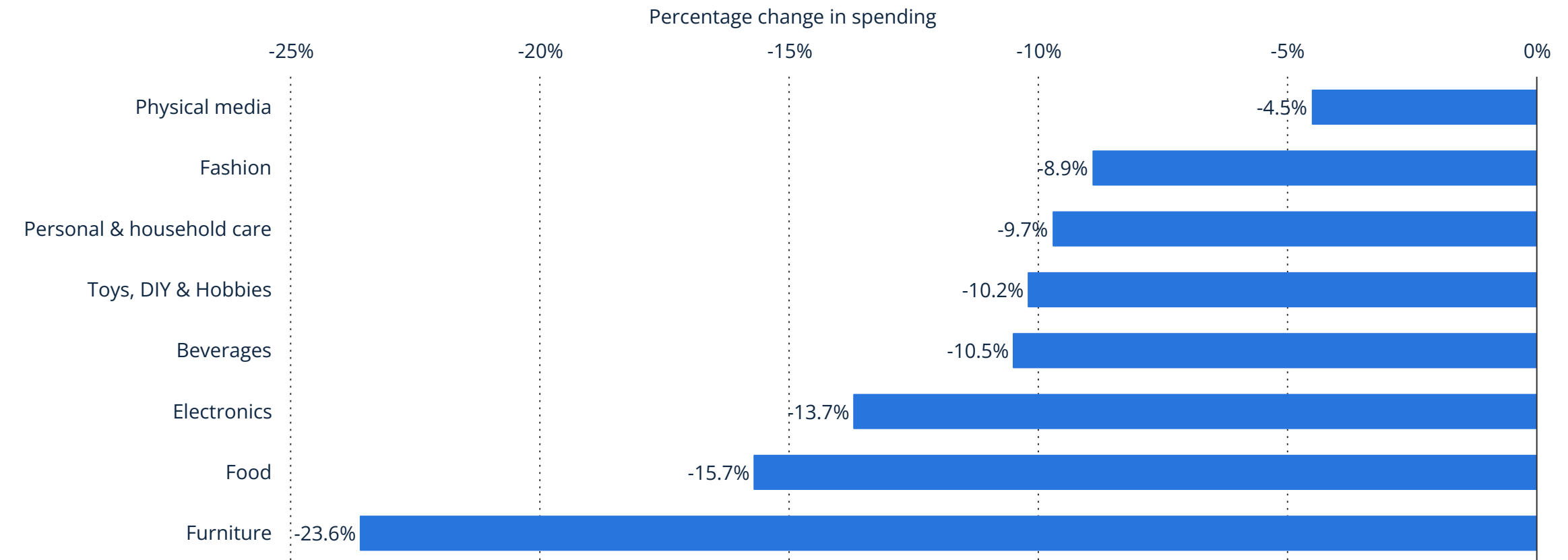
E-commerce consumer spending in Nigeria in 2022, by category (in million U.S. dollars)

E-commerce spending in Nigeria 2022, by category



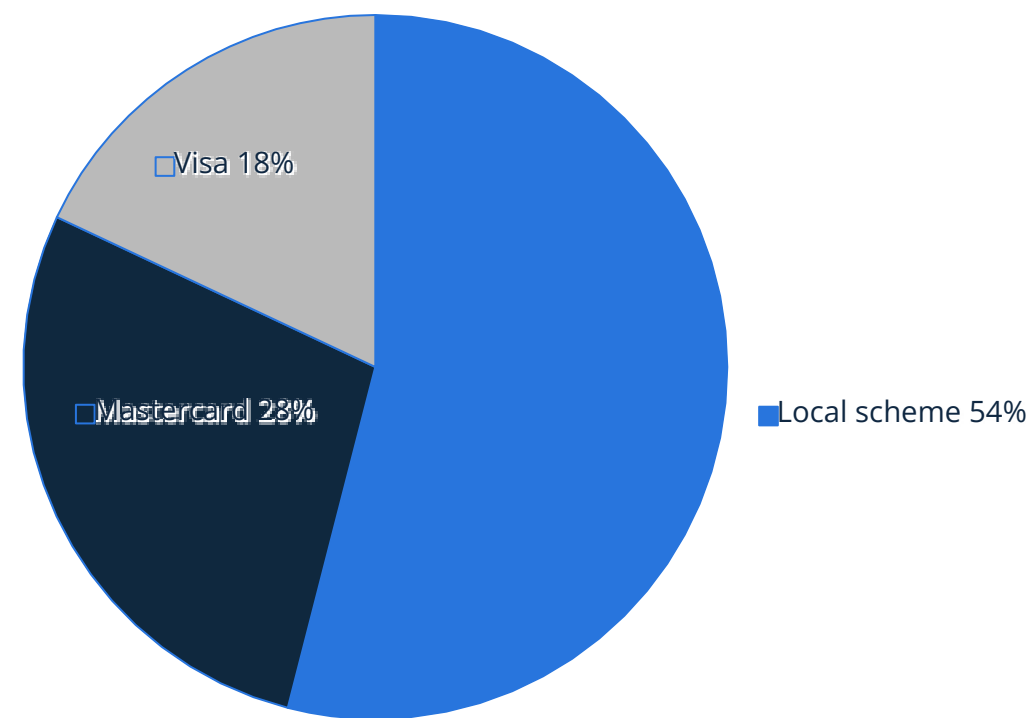
Annual growth in e-commerce consumer spending in Nigeria in 2022, by category

E-commerce spending growth in Nigeria 2022, by category



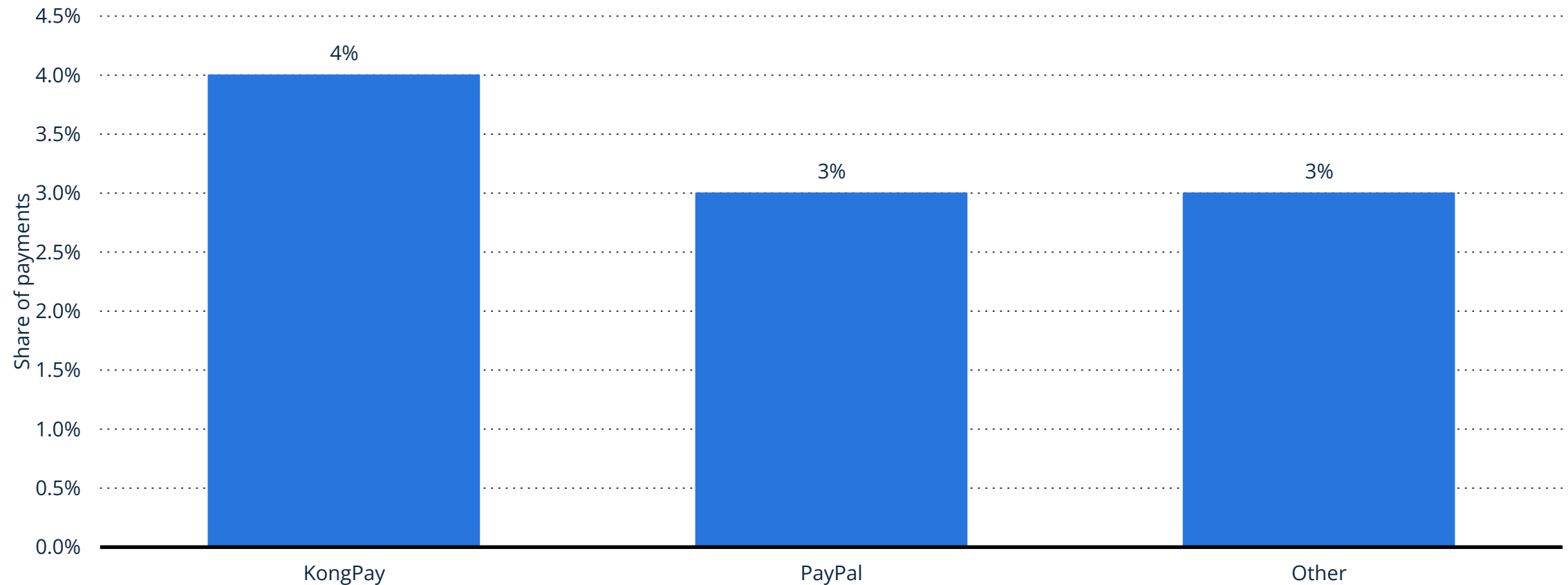
Distribution of card scheme in Nigeria as of 2022

Visa, Mastercard market share in Nigeria 2022



Share of payments with e-wallet in Nigeria in 2020, by leading service

Share of payments with e-wallet in Nigeria 2020, by leading service

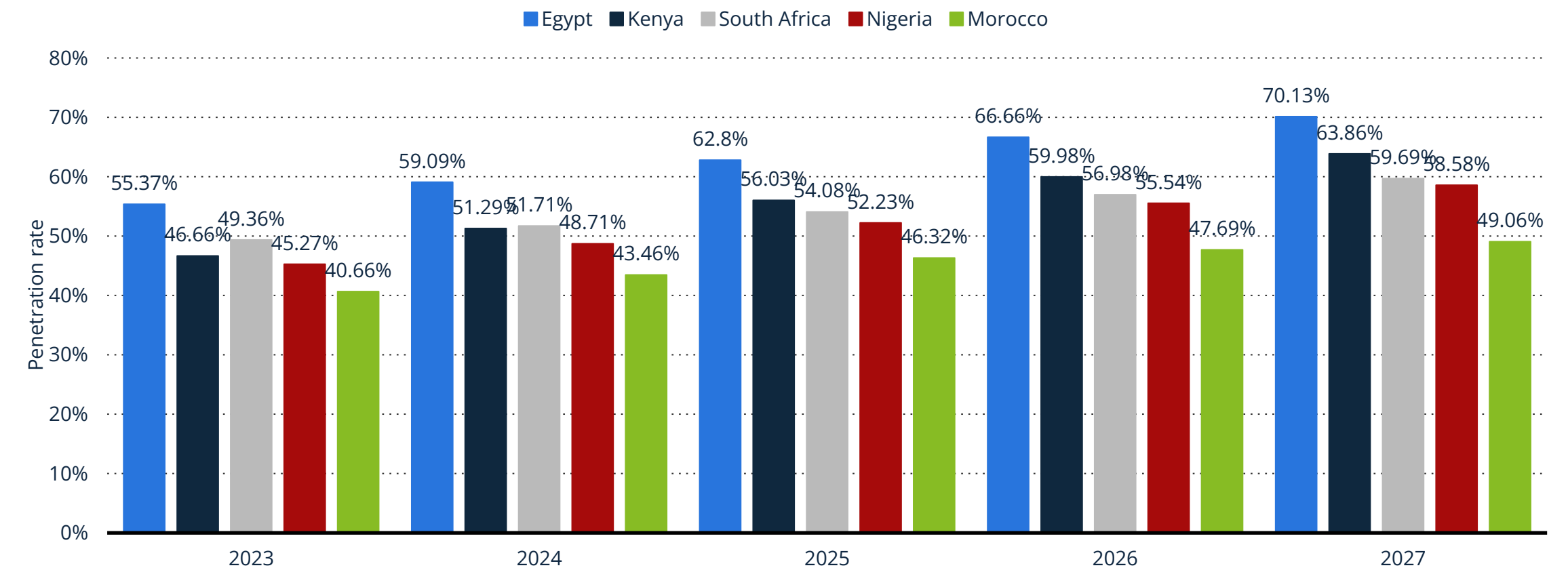


CHAPTER 03

Marketplaces

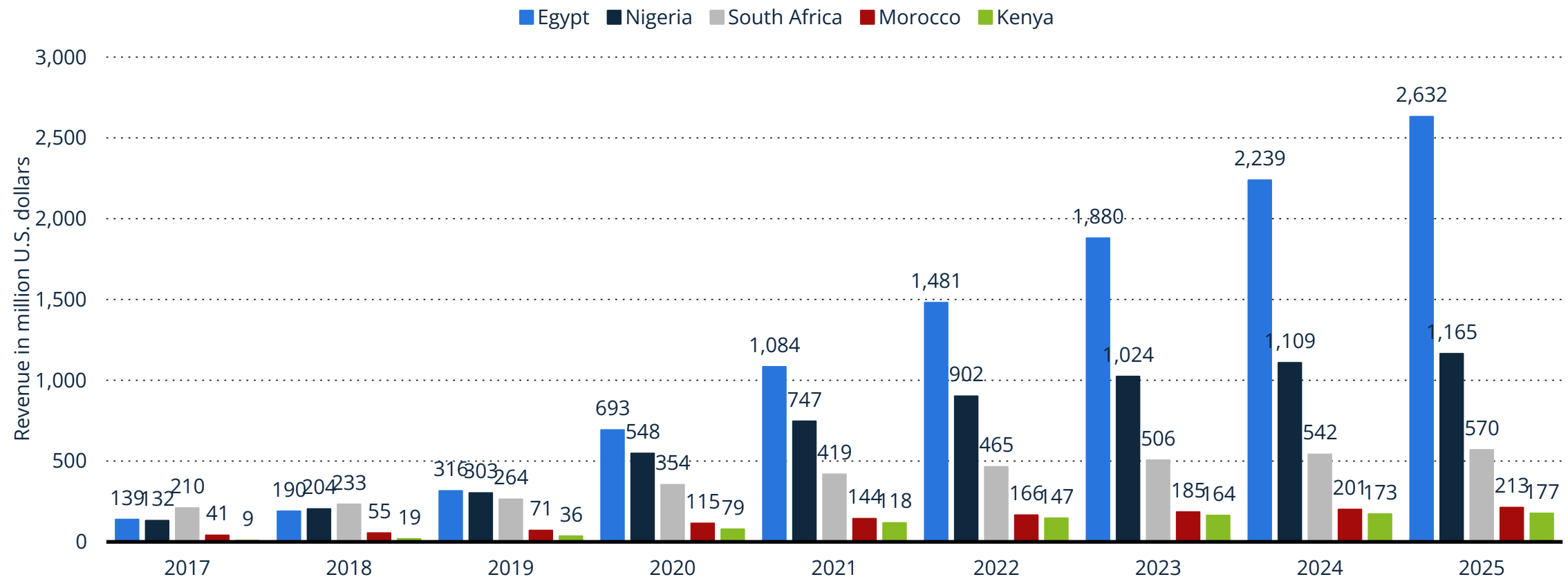
E-commerce market penetration rate in selected African countries in 2023 and 2027

E-commerce penetration rate in selected African countries 2023-2027



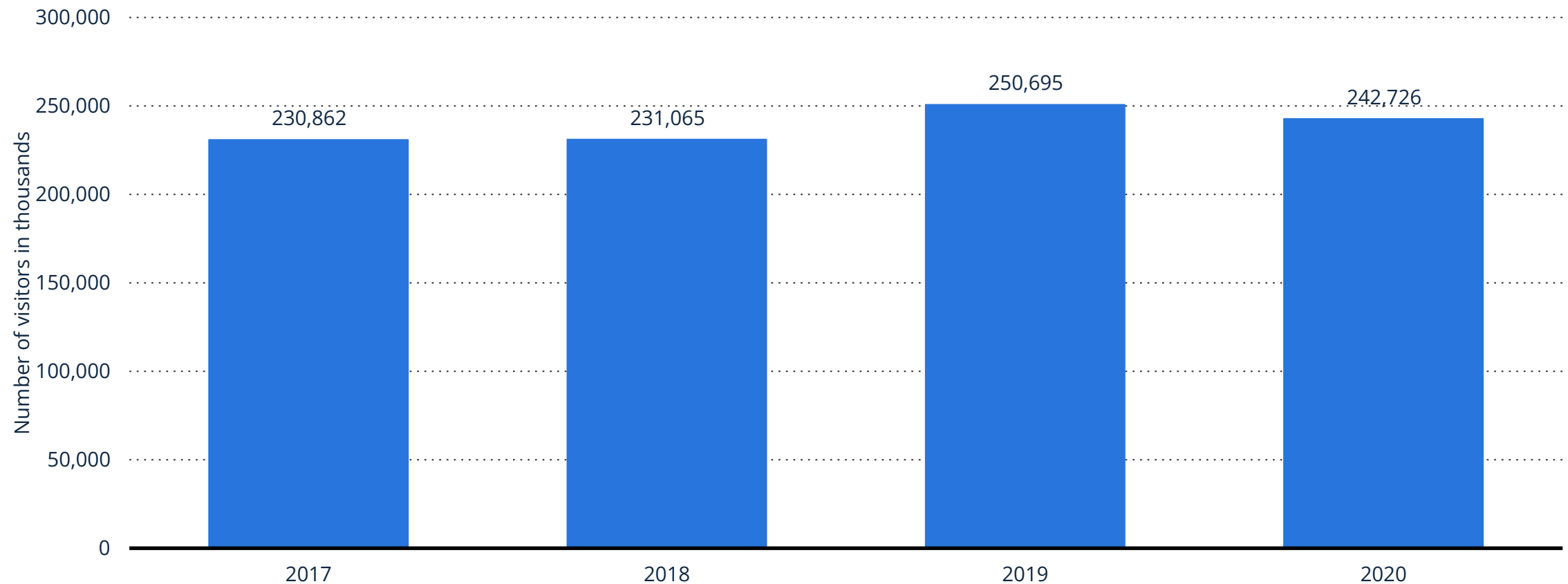
E-commerce revenue of the food and personal care market in selected African countries from 2017 to 2025 (in million U.S. dollars)

Revenue of the food and personal care e-commerce market in selected African countries



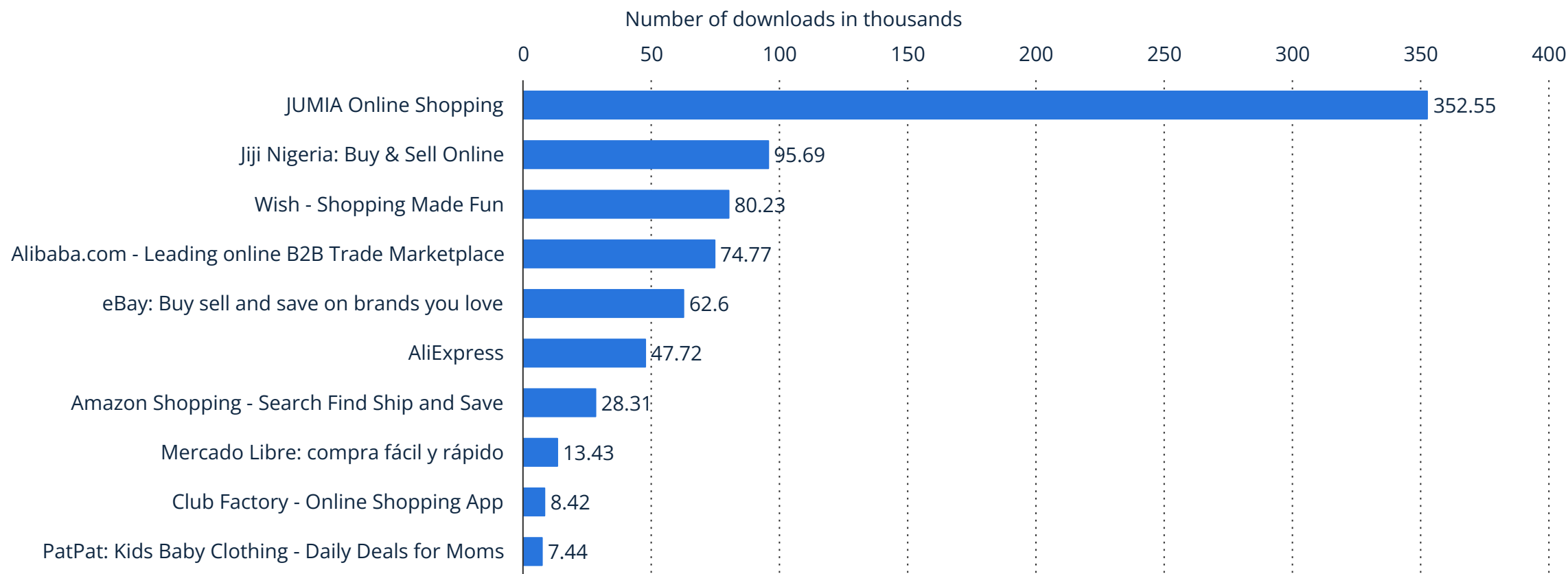
Total number of web visitors of all online marketplaces for physical goods present in Nigeria from 2017 to 2020 (in 1,000s)

Web visitors of all online marketplaces in Nigeria 2017-2020



Most popular apps in Google Play Store in the shopping category in Nigeria in July 2021, by number of downloads (in 1,000s)

Popular shopping apps in Google Play Store in Nigeria 2021



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