

DIGITAL & TRENDS

E-commerce in Africa

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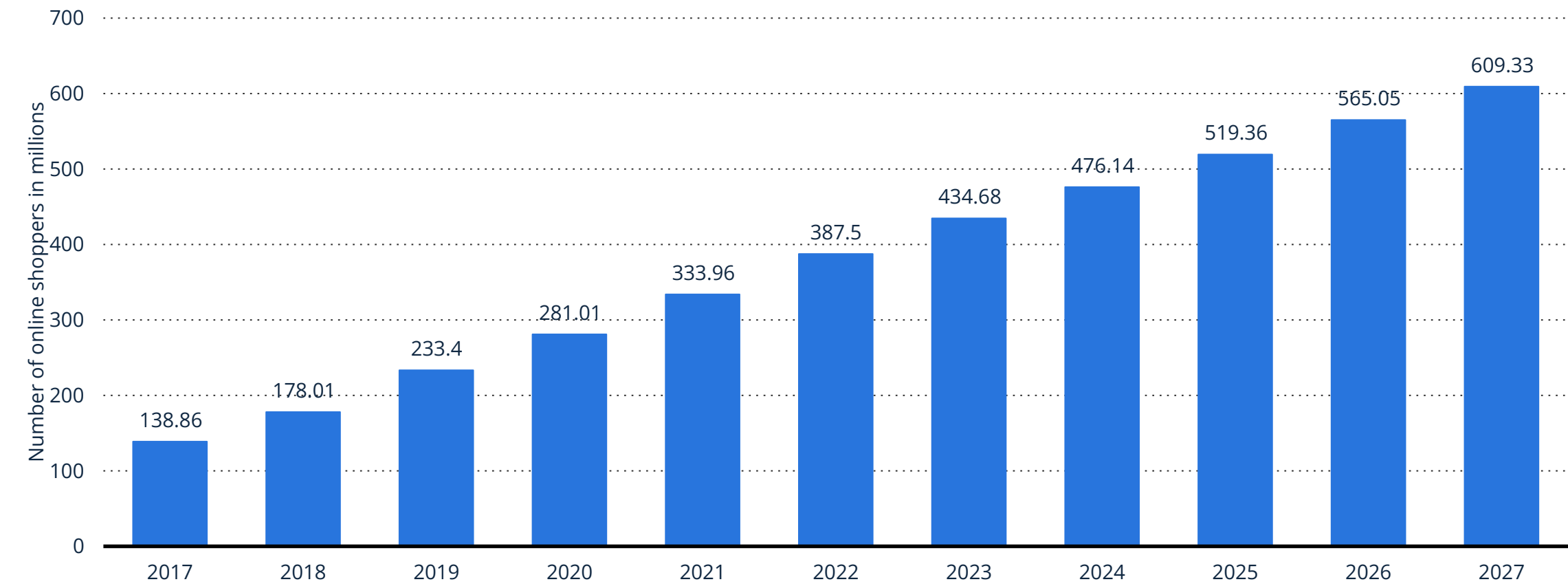
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Market overview

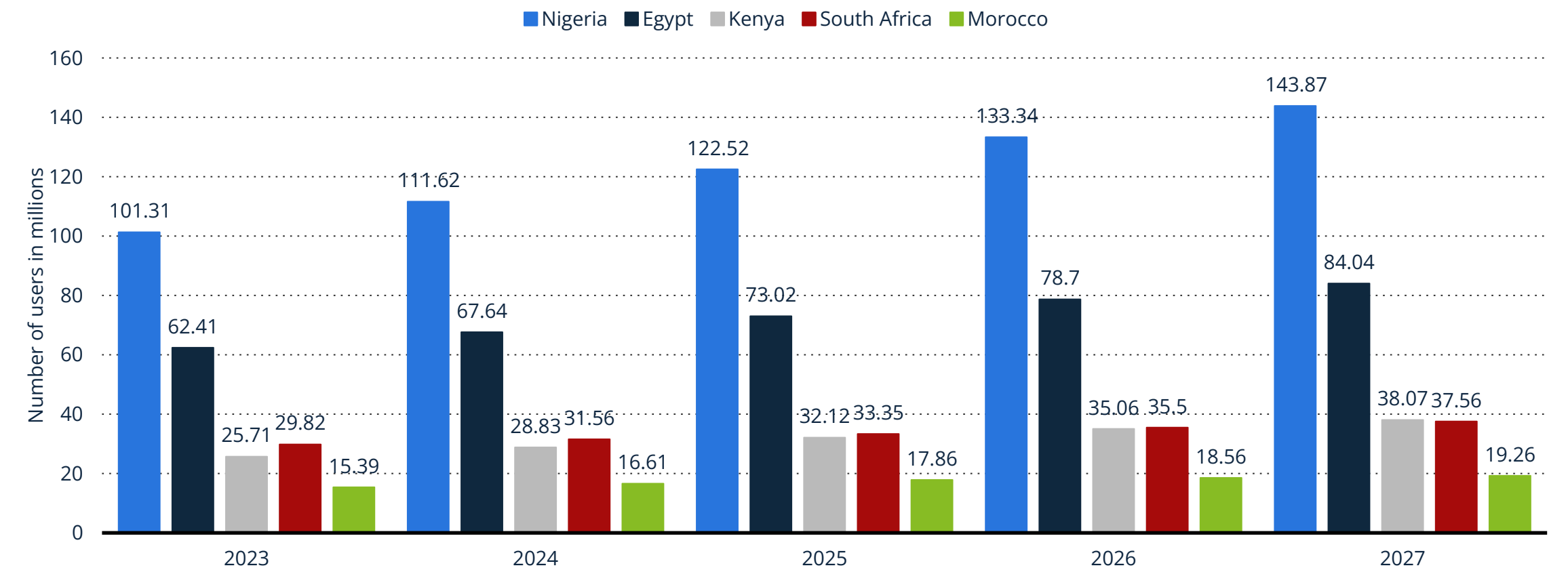
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Number of users of e-commerce in Africa 2017-2027



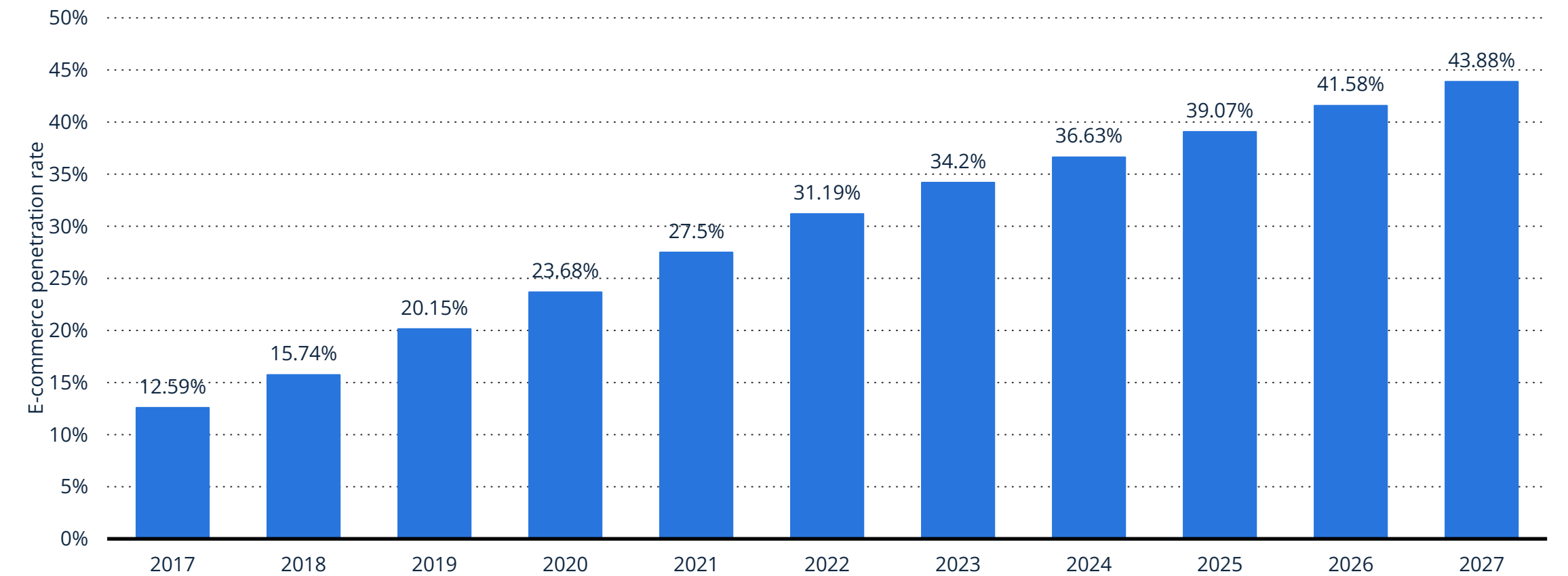
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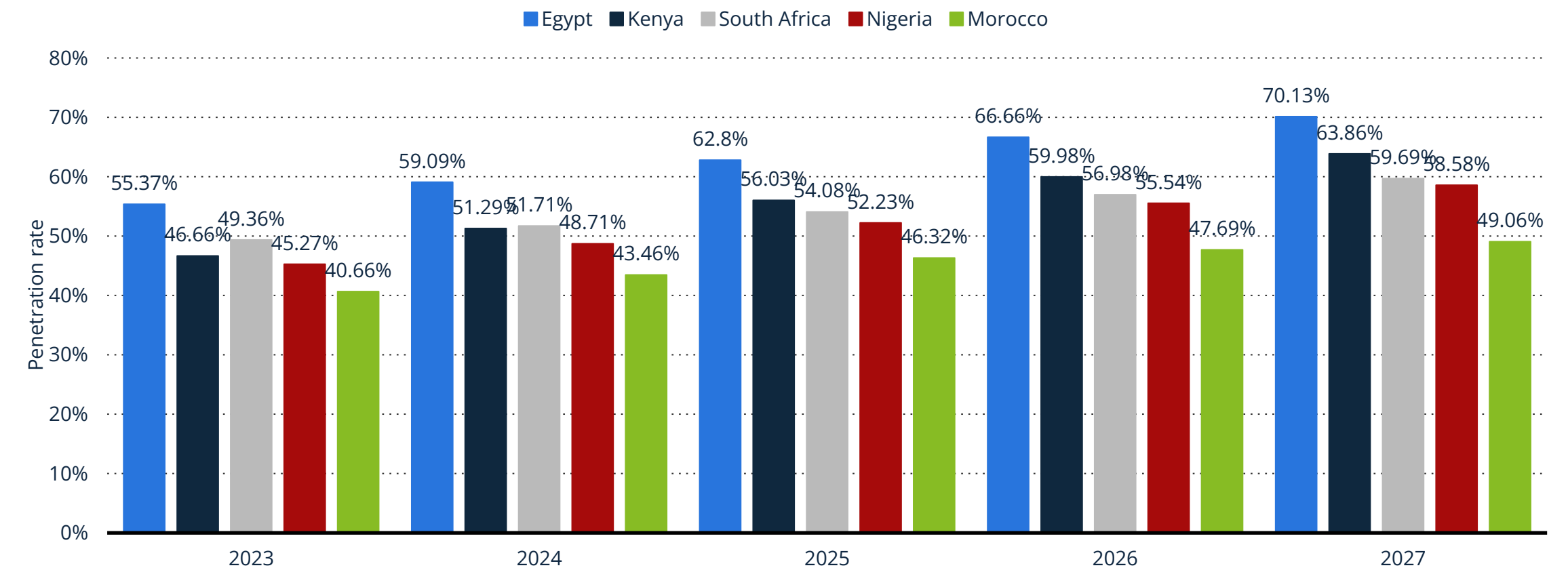
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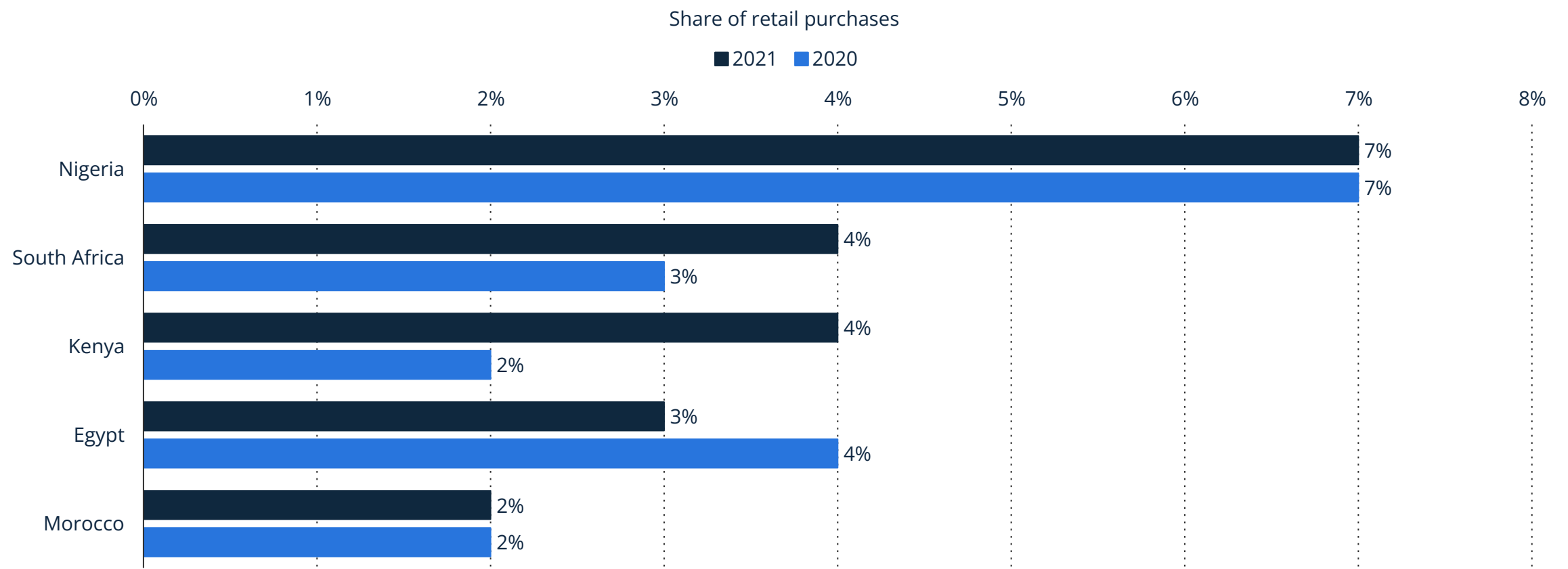
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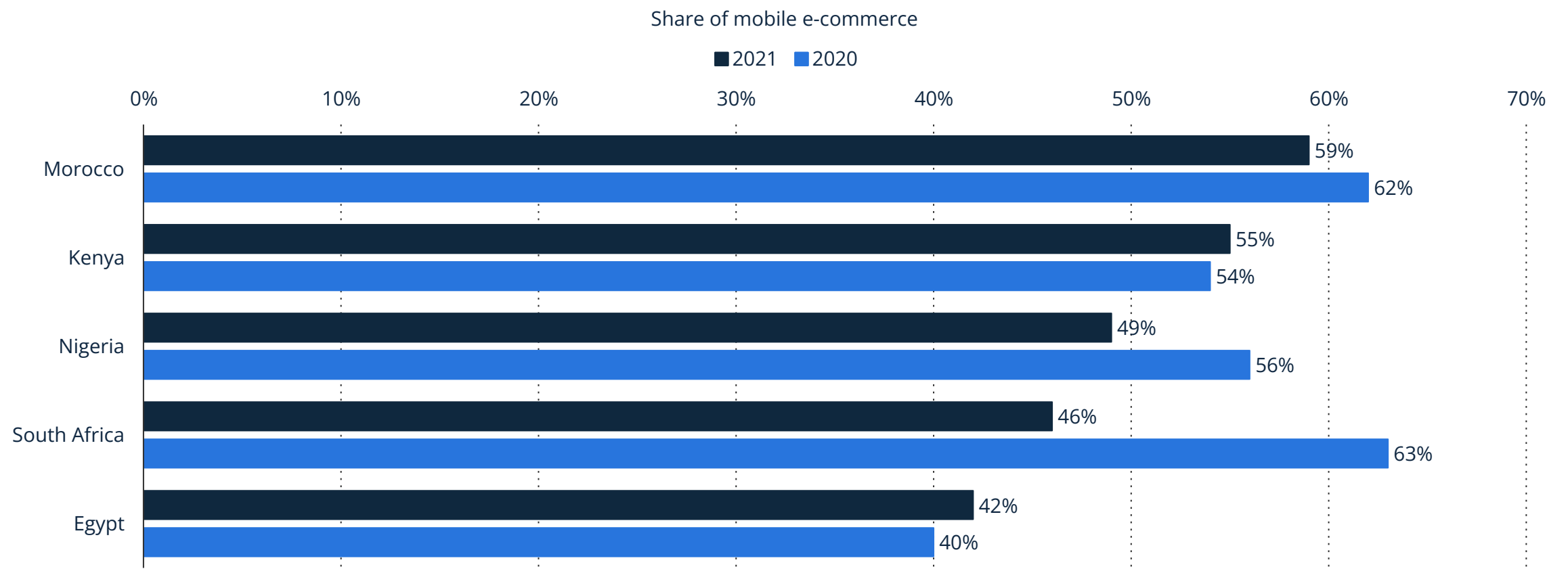
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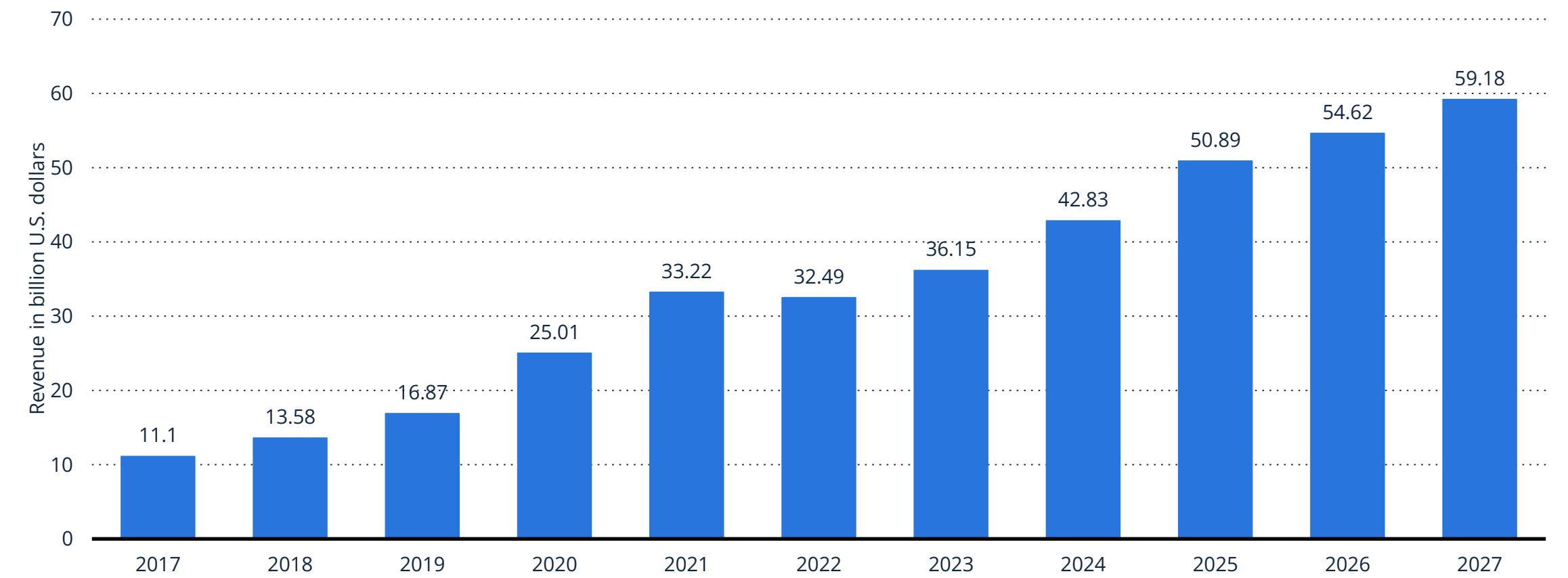


CHAPTER 02

Revenue

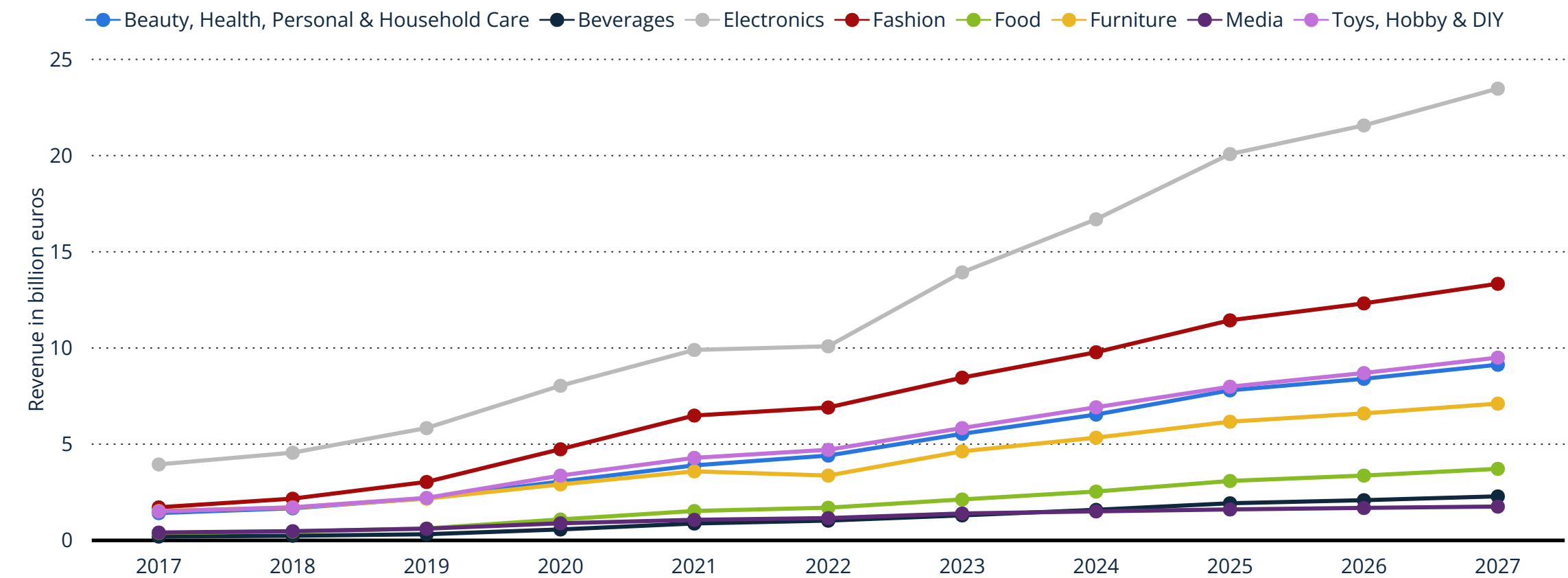
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Revenue of the e-commerce industry in Africa 2017-2027



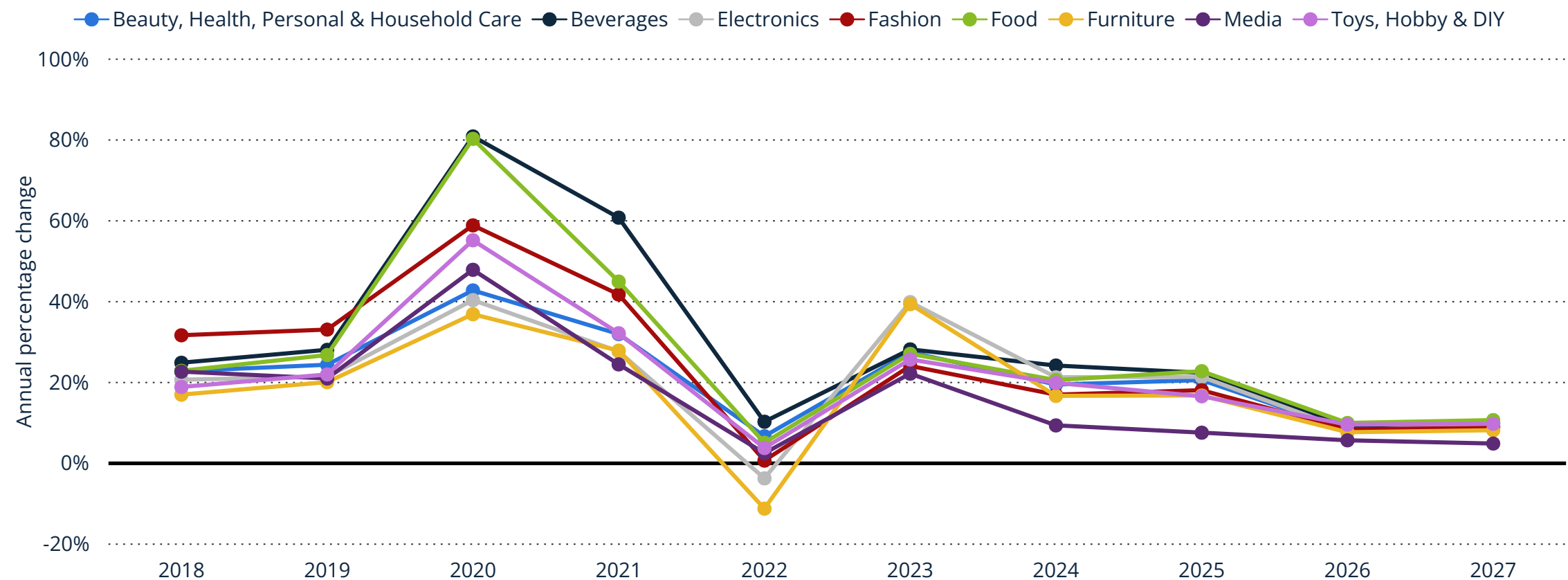
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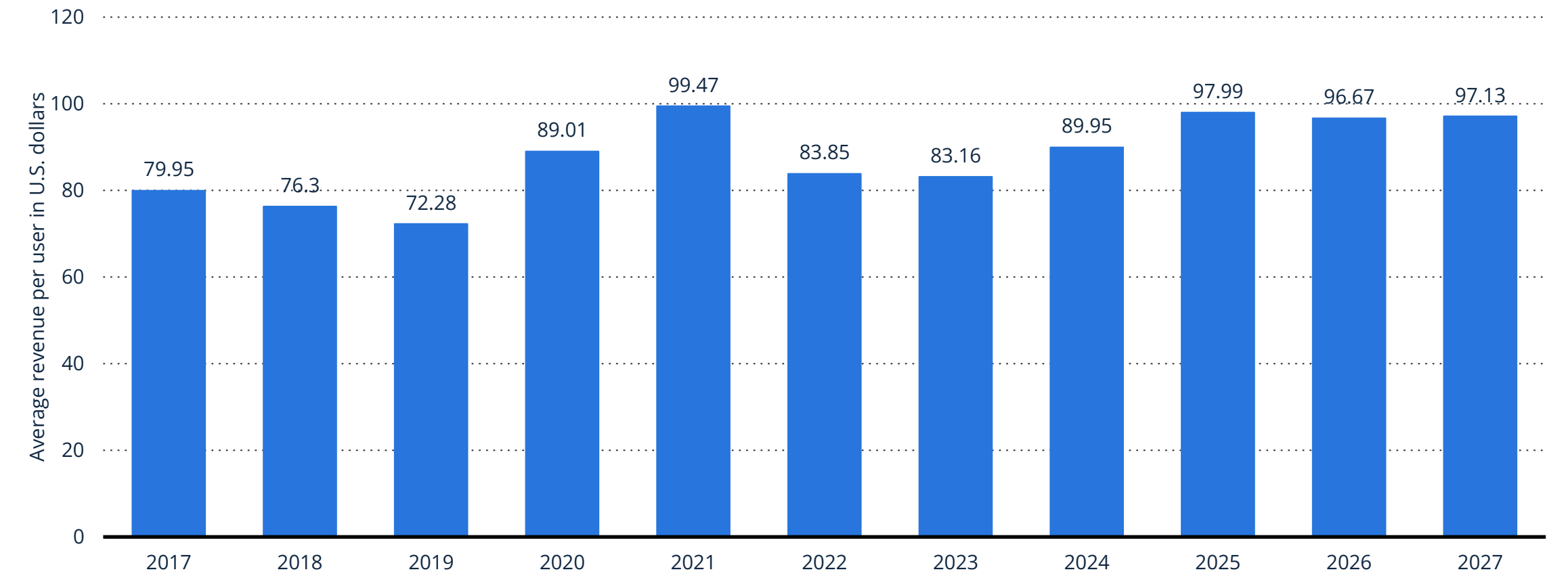
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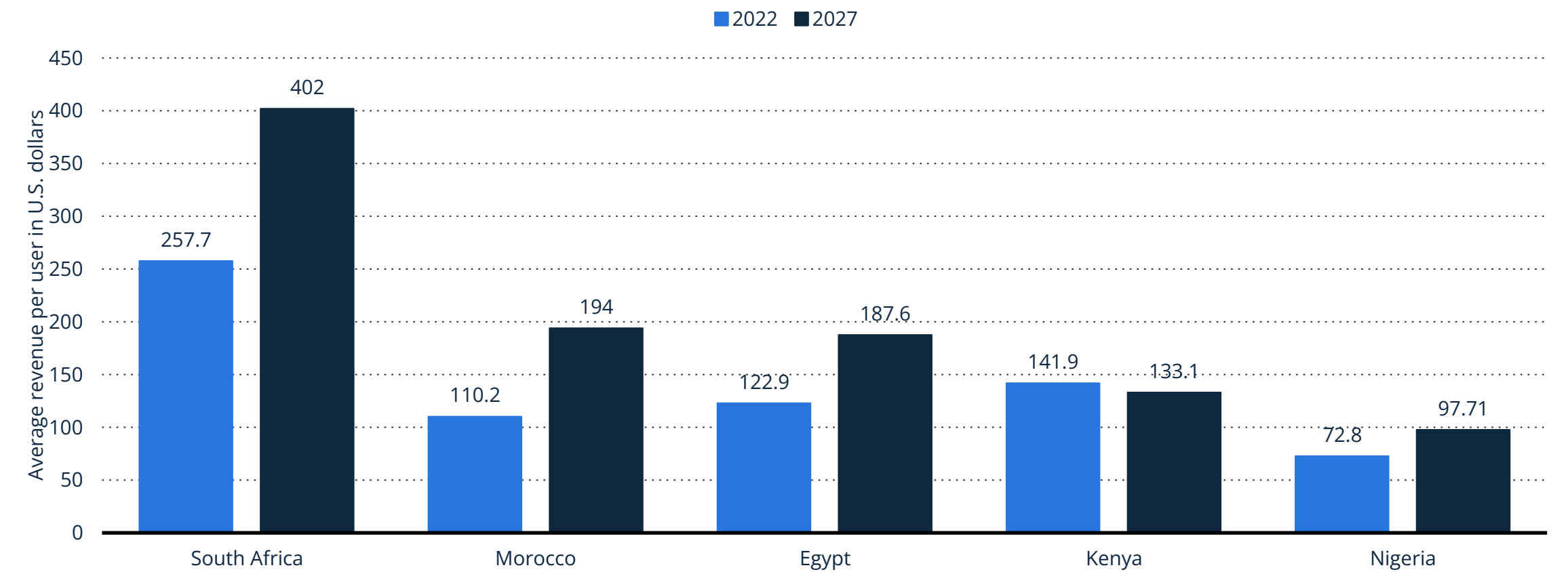
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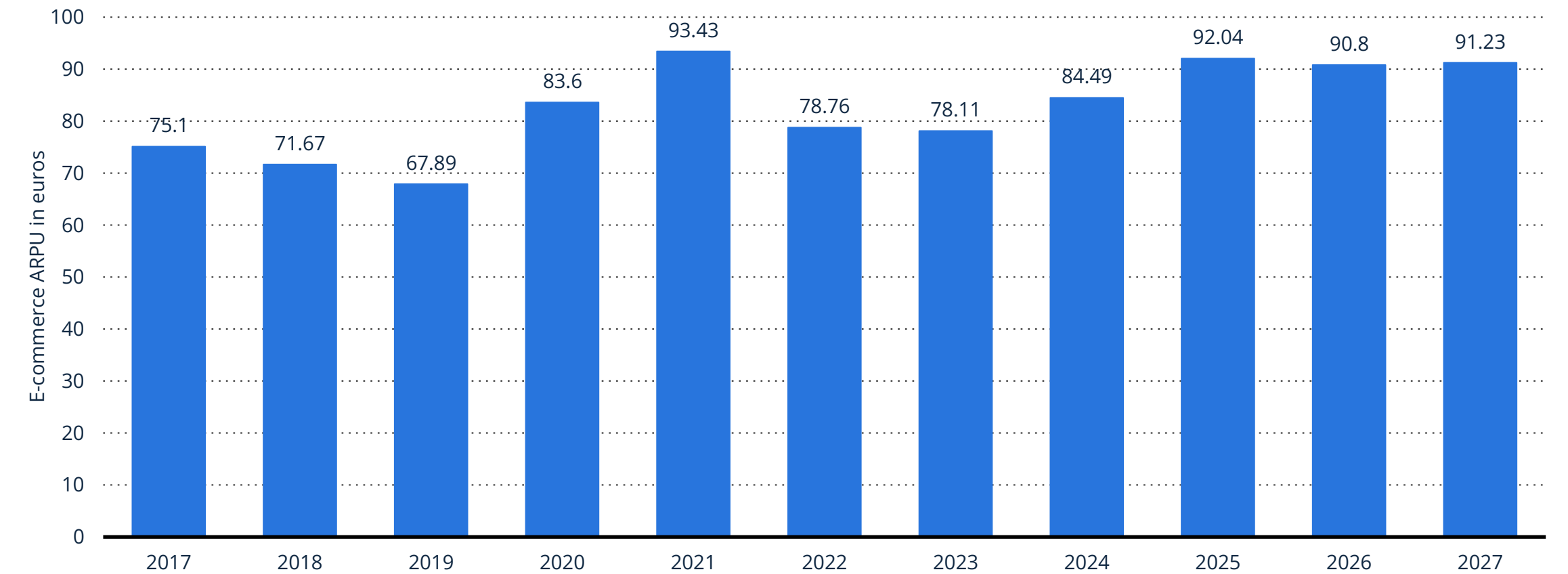
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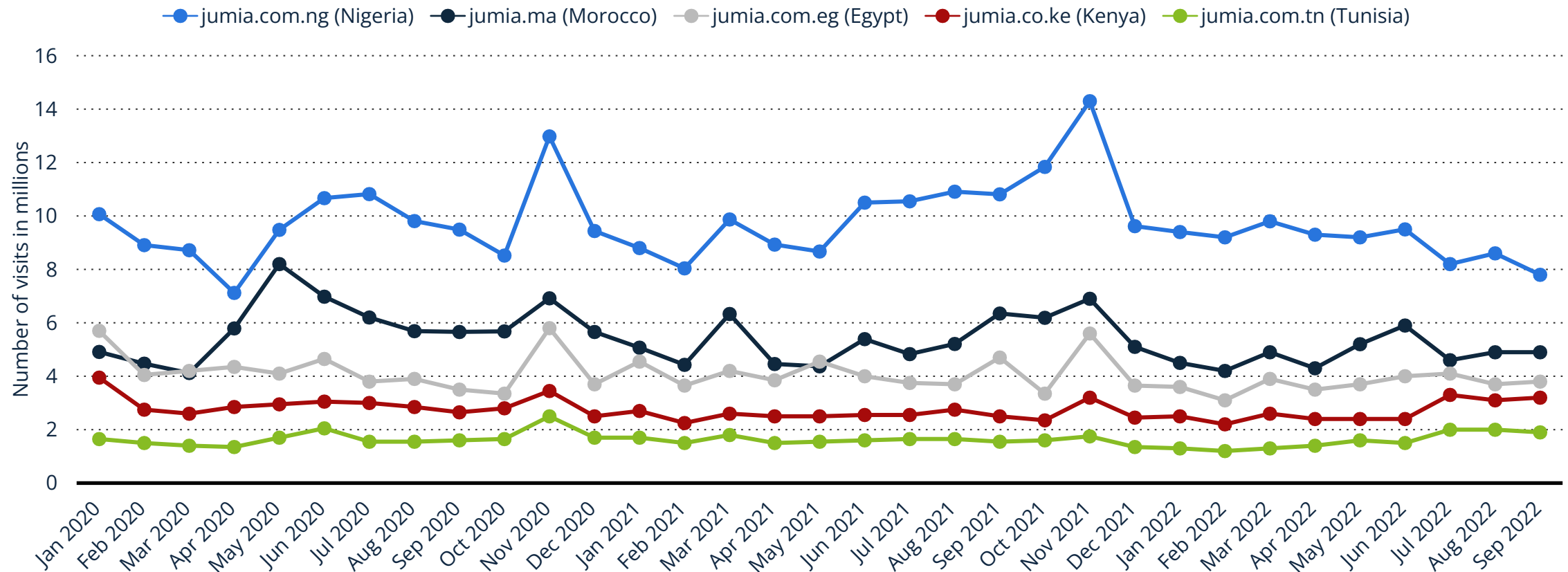


CHAPTER 03

Main players

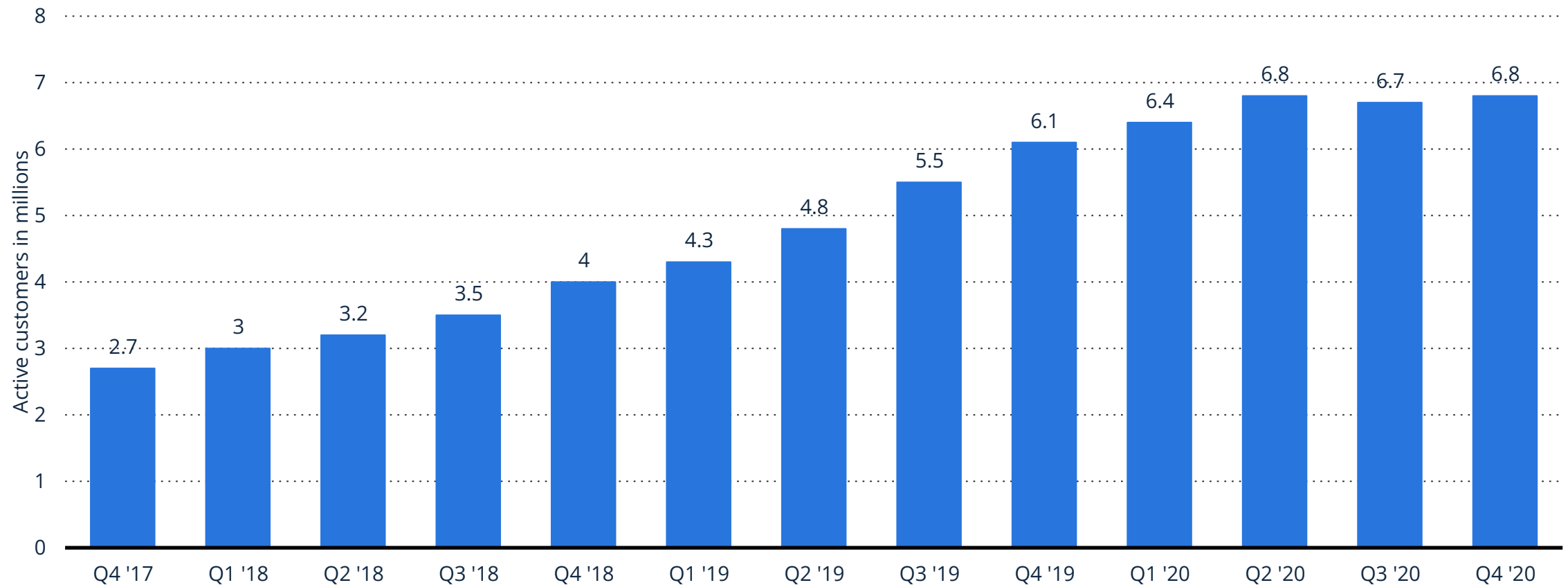
Monthly number of visits on Jumia on selected domains in Africa from January 2020 to September 2022 (in millions)

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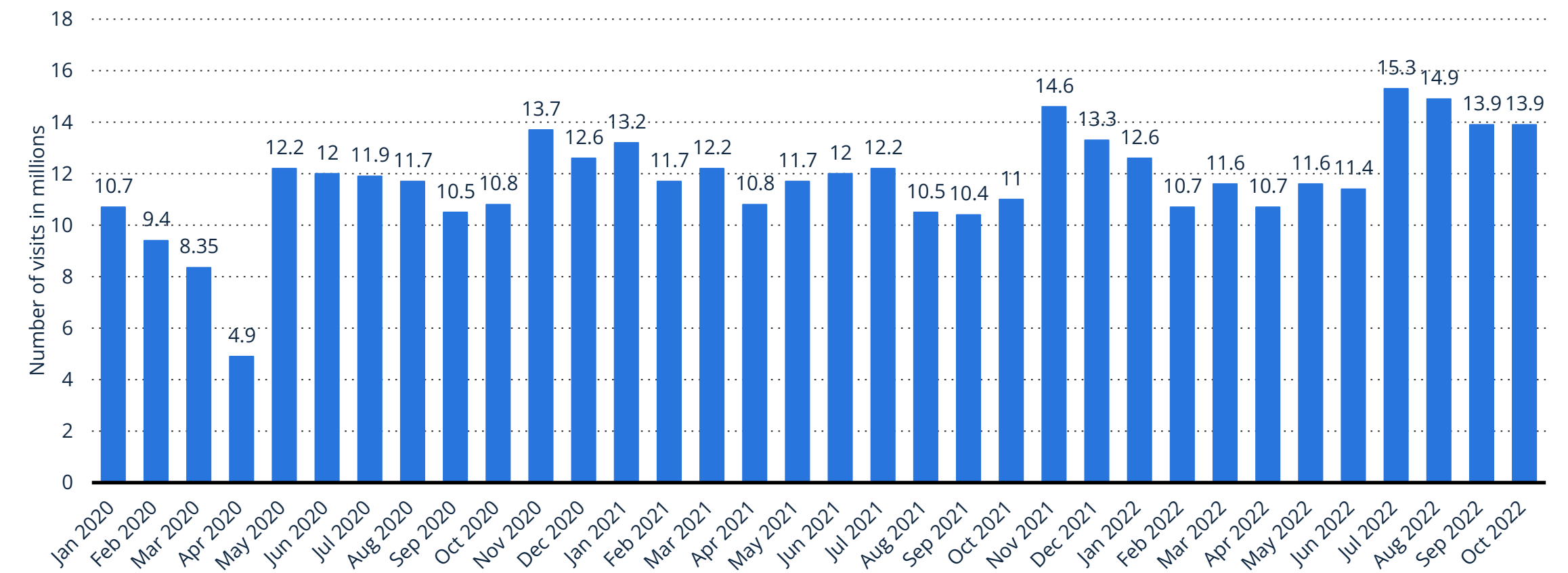
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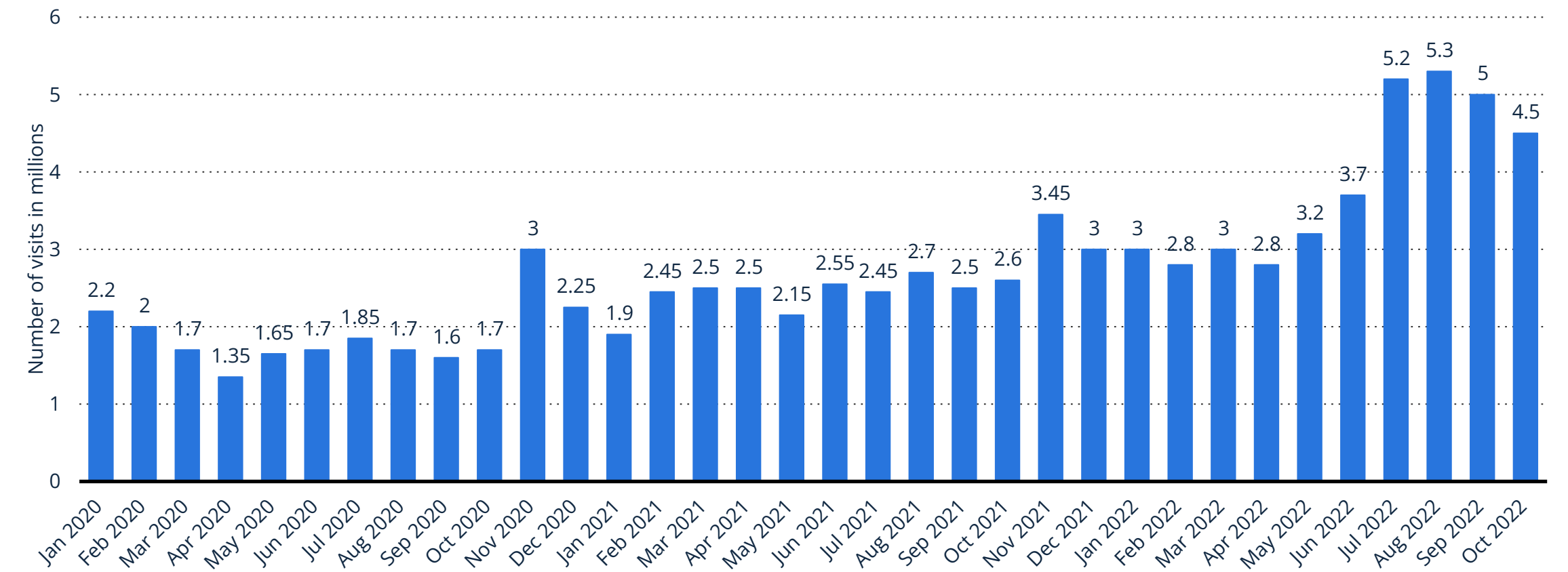
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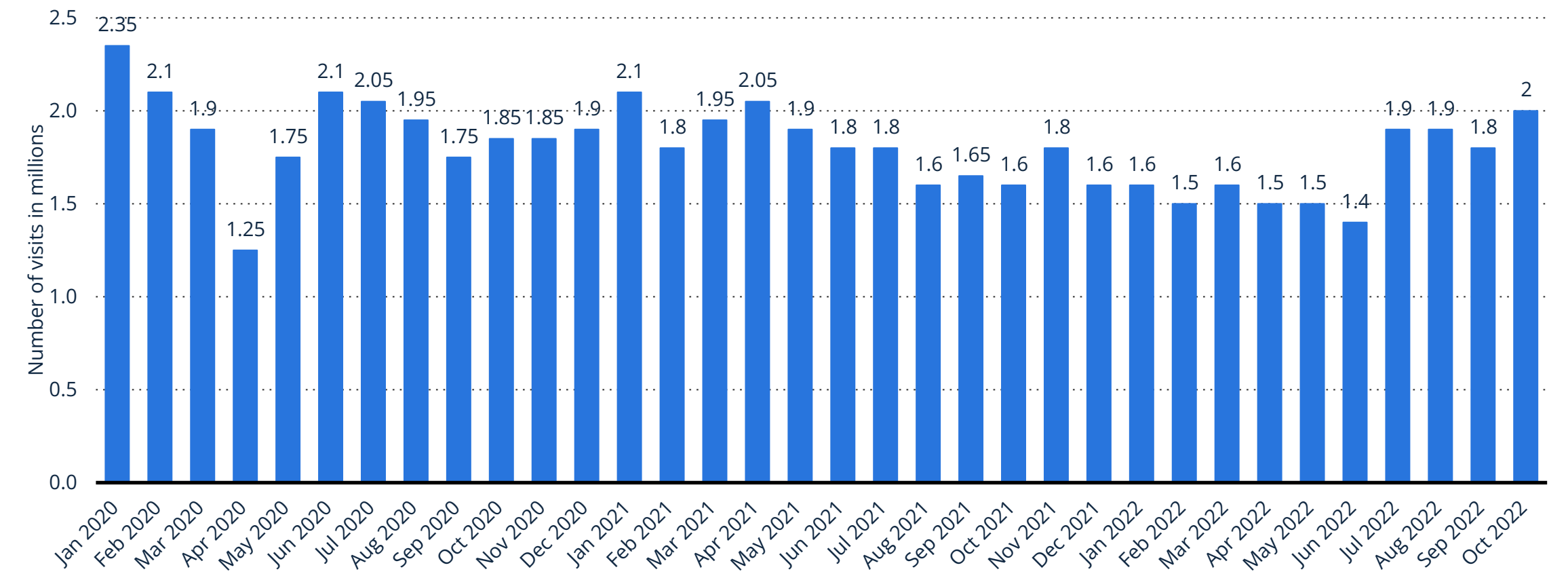
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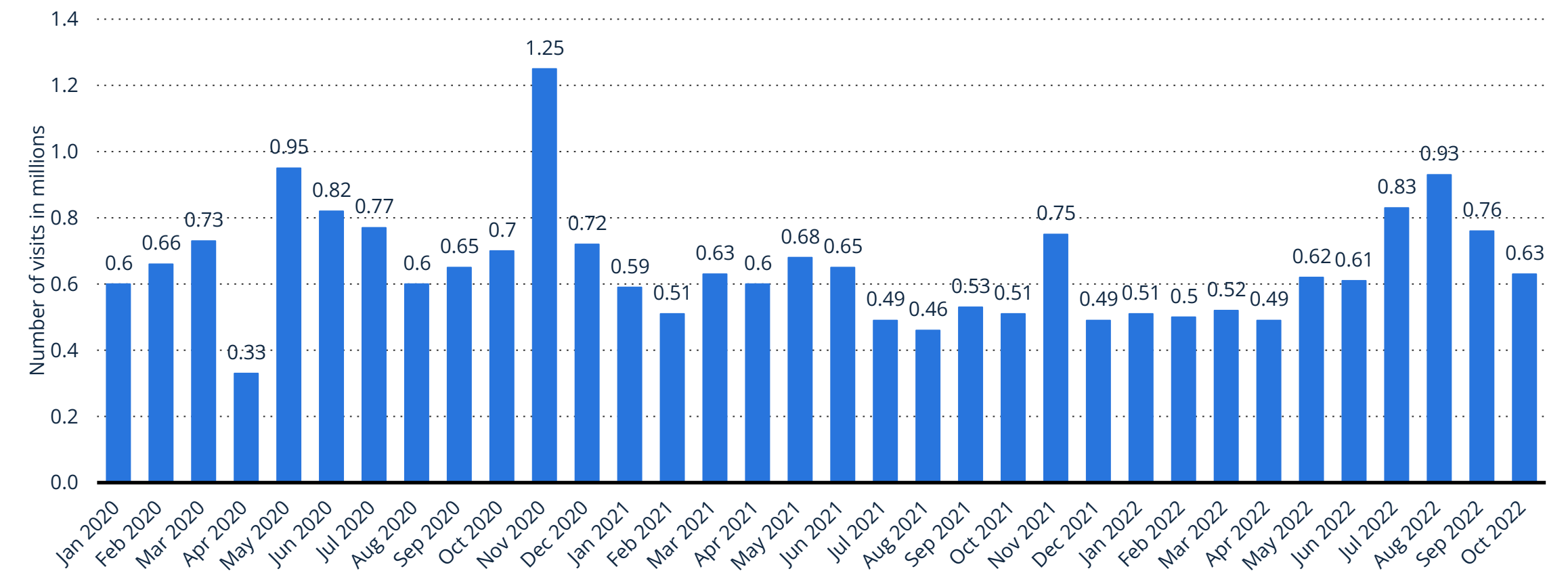
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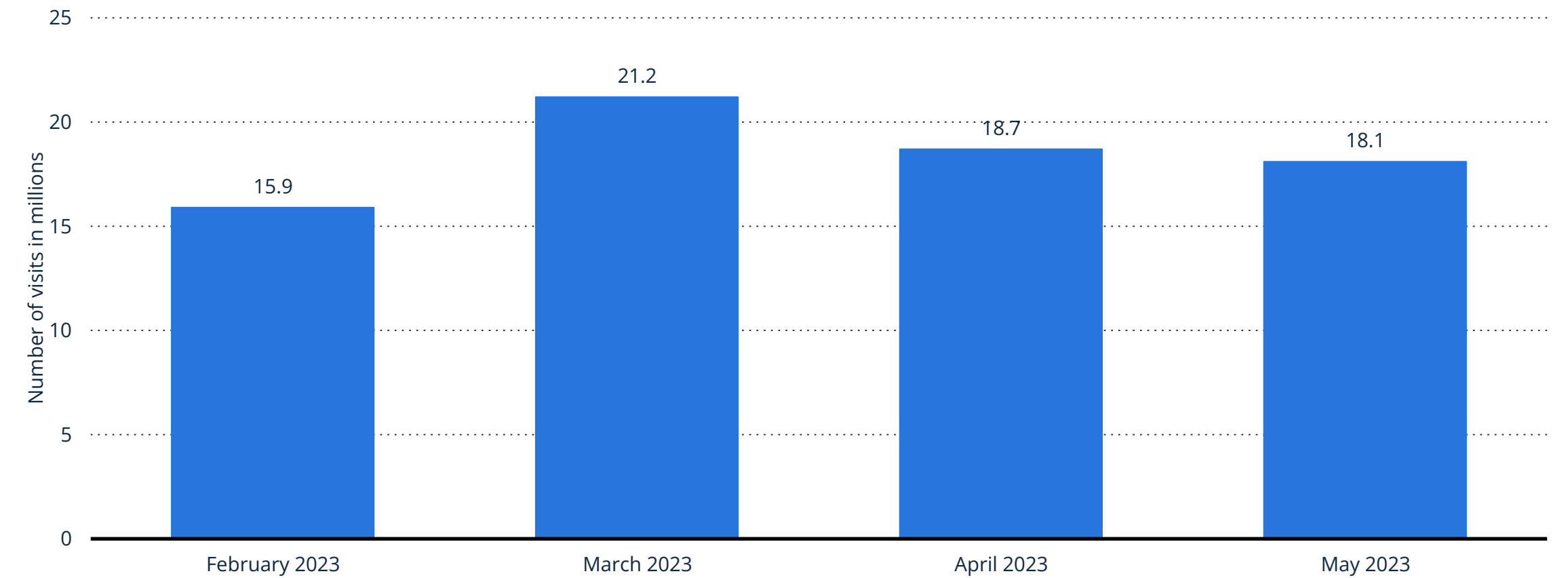
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CHAPTER 04

Shopping apps

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