

Jumia Recent Insights: Cairo Governorate's Visit Rate Reaches 43%, the Highest on Jumia Egypt.

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/EINPresswire.com/ -- [Jumia](#), the number one e-commerce website, revealed consumers' online-buying insights on [Jumia Egypt](#). According to the latest statistics of the first quarter of 2015, Cairo Governorate maintains the highest visit rate on Jumia, at 43%, while Upper Egypt has the lowest rate, at merely 1%.

Another noteworthy finding is that on age segment: those between the ages of 25 – 34 account for 41% of online shoppers on Jumia, the highest of all age brackets. At the lowest, however, are those aged 55+, representing only 3% of the online consumers on Jumia.

As e-commerce sales steadily increase, Jumia continues to explore the buying patterns of those who shop online from Jumia.com. “While we are still producing data on the trends that shape e-commerce in Egypt, our recent insights have yielded vital findings that will help us in developing the Jumia shopping experience to the consumers,” states Tamer El Fiky – Marketing Manager of Jumia Egypt. Jumia aims not only to continue to grow steadily within the Cairo Governorate, but also strives to better serve other areas across the country. Such areas include: Giza Governorate, currently at 14%, followed closely by Alexandria Governorate's 13%, and other areas (i.e.: Dakahlia Governorate at 4%, Al Sharqia Governorate at 3%, Gharbia Governorate at 3%, Menofia, El Beheira and Sohag Governorates each at 2%, and Al Qalyubia Governorate and

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The e-commerce landscape is vastly different today than it was just 5 years ago. As technology and communications advance, e-commerce experiences need to keep up. The scope for e-commerce is rapidly improving, although significant barriers, such as transportation and logistics, remain in some areas. And this is exactly what Jumia is focusing on in 2015: adding more physical outlets of Jumia in different governorates in Egypt, providing consumers with an easy and unique shopping experience. In fact, Jumia is planning to launch more physical store in different governorates in Egypt. “Different governorates still face internet challenges and until now they do not fully trust the online-buying experience, but we always work on encouraging online shopping through different activities, like the Jumia Mobile Week, Black Friday, etc.,” adds El Fiky.

Other interesting findings that Jumia revealed from Q1 insights are that smartphones, LCDs and LEDs, laptops, and home appliances are the highest trending products on Jumia for the past period. Moreover, the most searched brands are Apple, Samsung and Adidas.

Jumia is part of Rocket Internet, a leading online venture worldwide with more than 150 ventures worldwide. Jumia, has more than 50% growth in their total traffic in 2014, 11 million unique visitors on their website, won the award to the “Best new retailer launch of the year in 2013” and was also nominated “Arab Internet Pioneer” by the Syndicate of E-commerce and Faculty of Commerce in 2012.

About Jumia:

JUMIA is Africa’s leading online shopping destination. Customers across the continent can shop amongst the widest assortment of high quality products at affordable prices – offering everything from fashion, consumer electronics, home appliances to beauty products. Jumia was the first African company to win an award at the World Retail Awards in 2013 in Paris as the “Best New Retail Launch” of the year.

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