

BLACK



FRIDAY

Black Friday is a popular label attached to the Friday following Thanksgiving Day in the US. This day marks the beginning of the busy shopping season, during which most consumers typically start their Christmas / holiday shopping. With more than \$2.4 billion spent online in a single day, it is the busiest shopping day in the US and was introduced online by Amazon a few years ago in big style. Though it is new to the African market, Black Friday is the first event of its kind, brought exclusively to the continent by Jumia.

FIRST EDITION:

In 1966
Philadelphia (U.S)

#1 ONLINE SITE:

amazon

SHOPPERS:

unique visits on
#1 online site amazon

More than
38 million

MOBILE:

of online traffic
comes from mobile

Shy of
45 %

TOP ITEMS:

1. Clothing
2. Toys
3. Electronics

FIRST EDITION:

In 2013
Lagos (Nigeria)

#1 ONLINE SITE:

JUMIA

SHOPPERS:

unique visits on
#1 online site jumia

More than
1,5 million

MOBILE:

of online traffic
comes from mobile

More than
50 %

TOP ITEMS:

1. Flatscreens (TV)
2. Digital Cameras
3. Ventilation systems



THIS YEAR,

while more than 150 million people will be shopping over the Black Friday holiday, millions more will shop online on

JUMIA

For more informations about Black Friday in Kenya, visit

www.jumia.co.ke