

# Jumia Technologies Ag

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Date: March 2020

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: JAABEA6522C6EN

## Abstracts

Jumia is the largest e-commerce retailer in Africa. The company's marketplace is run across 11 countries and distributes an extensive range of fmcg and services. Jumia's business model is built around convenience and affordability.

Euromonitor International's Jumia Technologies Ag company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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