



Retail E-Commerce in Nigeria

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- E-commerce sees strong growth despite economic constraints
- Jumia maintains its lead through diversification and infrastructure investments
- Temu disrupts the landscape with low prices and rapid adoption

PROSPECTS AND OPPORTUNITIES

- Digital economy legislation to enhance trust and infrastructure
- Intensifying competition to fuel innovation and regional expansion
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- What next for retail?

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