Kenya: Digital platform landscape

Digital platforms refer to virtual marketplaces where consumers and providers of goods and services are matched, and economic transactions are settled through the platform.

Top digital platforms by size (Average monthly users 1,000’s)

<table>
<thead>
<tr>
<th>Platform type</th>
<th>Online shopping (only goods)</th>
<th>E-hailing</th>
<th>Freelance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>JUMIA (1,344)</td>
<td>Uber (128)</td>
<td>Upwork (49)</td>
</tr>
<tr>
<td></td>
<td>Alibaba (367)</td>
<td>Bolt (31)</td>
<td>fiverr (45)</td>
</tr>
<tr>
<td></td>
<td>Killmion (298)</td>
<td>SWVL (20)</td>
<td>Guru (46)</td>
</tr>
</tbody>
</table>

Top 3 platforms’ share of total users (if no overlap in users)

- 79%
- 88%
- 71%

Average monthly users per platform for all platforms in this category (1,000s)

- 87 (31 platforms)
- 9 (25 platforms)
- 6 (25 platforms)

Source: Unique visits; SEMrush domain traffic (2019)

E-commerce spend by payment method

Kenya’s market for B2C e-commerce estimated to be worth USD200 million in 2019 and supported through a broad array of payment methods.

Source: PPRO, payments and ecommerce reports (2019)
Digital and financial inclusion

Adult population of 25 million
- 30% have a smartphone
- 29.6% of adults have a bank account
- 79% have a mobile money account

Source: Findex Database 2017, FinAccess Report 2018

Kenya's mobile connectivity moving closer to global average

76% of population have made at least one digital payment
73% of women made at least one digital payment
80% of men made at least one digital payment

Source: GSMA Mobile Connectivity index

Digital app usage

The most prevalent types of digital applications (“apps”) used in Kenya are social media, transactional and financial apps:

- Social media apps are by far the app category that has the largest proportion of active users (99%), with the three most popular apps by active usage being WhatsApp, Android Messages and Facebook Lite.
- Financial apps enable users to save, invest and access credit, e.g. Okash, an app that facilitates the provision of microloans to users. 42% of users that have financial apps installed, are found to actively use them.
- Transactional apps provided by digital platforms match consumers and suppliers of goods and services and facilitate the settlement of online economic transactions. Just over half of users who have transactional apps installed actively use them, with Jumia (an e-commerce app) being the most popular actively used app in Kenya.

Unsurprisingly, 75% of all app users were found to be under the age of 35, signalling that younger generations are more tech-savvy than older generations in Kenya; however, gender biases are present in transactional app usage.

Most popular types of transactional apps used in Kenya, by average user time spent on apps (in seconds)

<table>
<thead>
<tr>
<th>Type</th>
<th>Active Users</th>
<th>Inactive Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online goods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online restaurants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freelance1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-hailing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Youth spend more time than average users on all categories of transactional app usage, except for on-demand restaurant services.

Source: insight2impact, Caribou Data (2019)

Proportion (% of active app users in Kenya by app type

- Social media: 99%
- Transactional: 54%
- Financial: 42%

Note: Panel data for 1,000 app users was collected over a six-month period and includes characteristics of app usage.

1 “Freelance” apps refer to job-matching platforms that match job-seekers to employment opportunities, e.g. Jobberman.
2 “Other” transactional apps include mostly online ticketing apps for travel and entertainment services.
3 “Youth” refers to users aged 15 to 24.