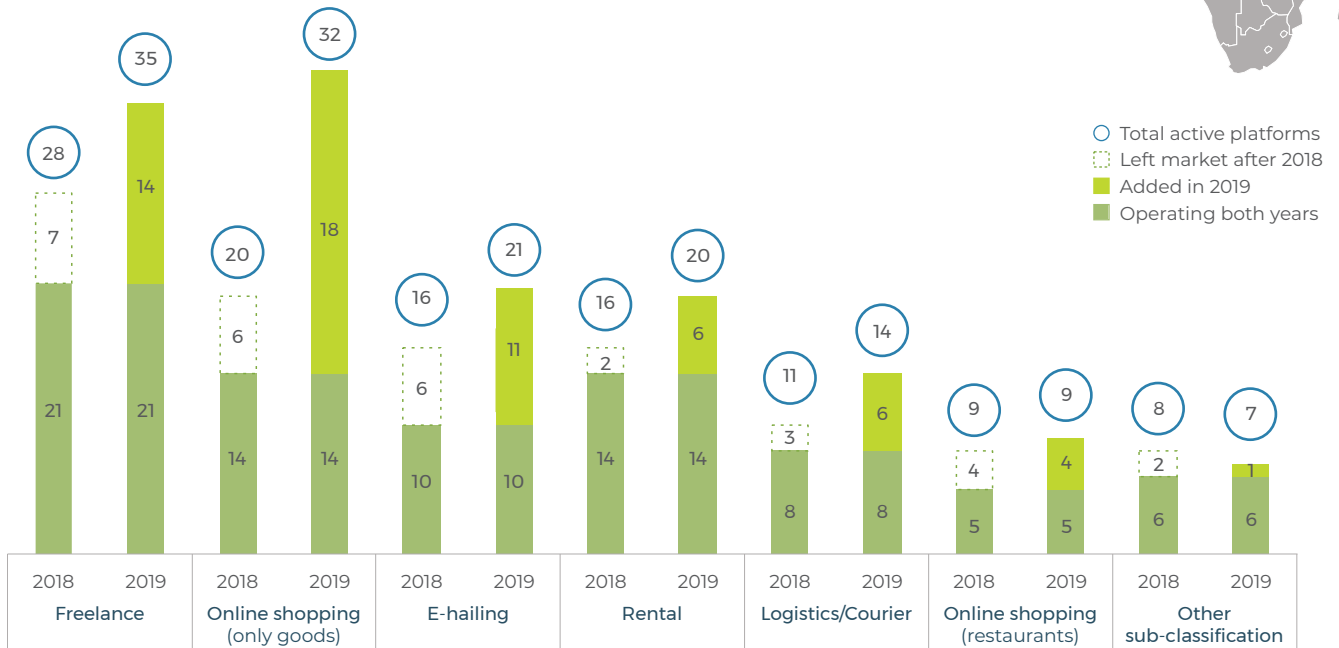


Nigeria: Digital platform landscape

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



Source: insight2impact (2020)

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

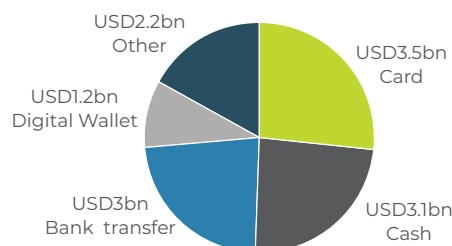
	Online shopping (only goods)	Freelance	E-hailing
1	JUMIA (3,337)	vconnect (553)	Uber (167)
2	konga (1,456)	fiverr (120)	GIGM (99)
3	AliExpress (516)	upwork (46)	Bolt (94)
Top 3 platforms' share of total users (if no overlap in users)	88%	80%	91%
Average monthly users per platform for all platforms in this category (1,000s)	203 (32 platforms)	26 (35 platforms)	19 (21 platforms)

Source: Unique visits, SEMrush domain traffic (2019)

Platforms that originated in Nigeria

E-commerce spend by payment method

Nigeria's market for **B2C e-commerce** estimated to be worth **USD13 billion** in 2019 and supported through a broad array of payment methods



Source: PPRO, payments and ecommerce reports (2019)

Digital and financial inclusion



Population of **206 million**
(15% of Africa)

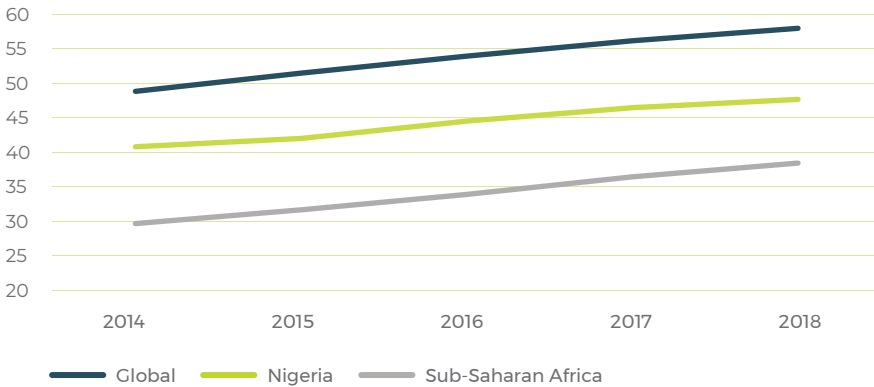
36%
have a smartphone

39.7%
have a bank account

5.6%
have a mobile money account

Source: Findex Database 2017, FinAccess Report 2018

Nigeria's mobile connectivity above SSA average



Source: GSMA Mobile Connectivity index



23.7%
of population have made at least one digital payment



16.5%
of women



30.5%
of men

made at least one digital payment

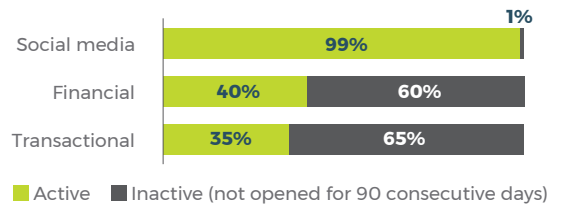
Source: Findex Database 2017

Digital app usage

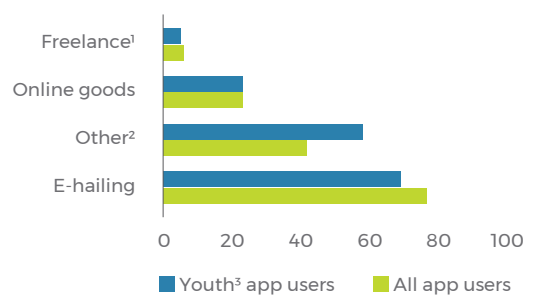
The most prevalent types of digital applications ("apps") used in Nigeria are **social media, financial and transactional apps**:

- 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. Cowrywise, an app that facilitates users to save and invest through a mobile app. 40% of users with financial apps installed are found to actively use them.
- Transactional apps provided by digital platforms match consumers and suppliers of goods and services, and they facilitate the settlement of online economic transactions. Just over a third of users who have transactional apps installed, actively use them, with Jumia (an e-commerce app) being the most popular actively used app in Nigeria. 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 Nigeria; however, gender biases are present in transactional app usage.

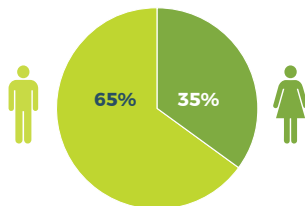
Proportion (%) of active app users in Nigeria, by app type



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



In Nigeria, more men than women are using transactional apps.



Youth spend more time than average users on ordering tickets related to entertainment and travel services.

Source: insight2impact, Caribou Data (2019)

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.