

Carrefour teams up with Jumia to sell groceries online in Africa

African e-commerce player Jumia has signed a partnership agreement with global retailer Carrefour to introduce Carrefour products to millions on the continent via Jumia.com. This collaboration will initially focus on Kenya, Ivory Coast, Cameroon and Senegal, where both groups are present.



The partnership will increase the diversity and quality of products offered on Jumia's online platform, while Carrefour will offer a safe and convenient way of purchasing online to its customers.

"Carrefour and its partners have a multi-channel strategy that draws on the best local e-commerce players and we welcome these agreements with Jumia, which will strengthen the brand's reputation and the accessibility of our products for the benefit of our African customers" said Patrick Lasfargues, executive director of Carrefour Group International Partnerships.

Through this partnership, customers will now have access to a large variety of Carrefour products, and be able to get them delivered conveniently to their homes. As per Jumia's service standards, delivery will be countrywide, and customers will benefit from free returns within seven days including various payment options (cash on delivery, mobile money or credit cards).

"Carrefour is one of the major players in retail distribution in the world. As the African e-commerce leader, we are proud to welcome Carrefour products on our platform," said Jeremy Hodara, co-CEO of Jumia. "This strategic partnership confirms our passion and combined efforts to provide innovative shopping solutions that make life easier for consumers."

This announcement comes after the signing of commercial agreements between Jumia and the local partners of the Carrefour group: Majid Al Futtaim in Kenya, and CFAO Retail for Côte d'Ivoire, Cameroon and Senegal.