

# Spain's fashion retailer Mango to expand online sales in Africa

Spanish family-owned fashion retailer Mango has expanded its online sales in 20 markets, most of them in Africa, the company said in a statement recently.



A delivery worker waits for the opening of a store of Spanish fashion chain Mango to deliver boxes with clothes, in Ronda, Spain. Source: Reuters/Jon Nazca

Mango said it will launch e-commerce operations in countries such as Senegal, Ghana, Ethiopia, Zimbabwe, Mali, Uganda or Madagascar with its brands for women, men and children. Mango was already present in several countries in the region with 54 stores under franchise contracts.

It will also start online operations in Haiti, the Dominican Republic and Bermuda. Earlier this year, Mango had launched its online business in Brazil.

Online sales accounted for 36% of the company's revenue in 2022, closing at around €960m, Mango said, out of a total €2.68bn, exceeding pre-pandemic levels.

The company, which operates in 115 markets around the world, also plans to open more stores in the United States and India this year to have 40 and 110 respectively. The fashion retailer has currently 2,615 shops worldwide.

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