# Mall for Africa expands to 11 new markets

Mall for Africa, an e-commerce and m-commerce platform present in Nigeria, Kenya, Ghana and Rwanda, has expanded to 11 new countries in Africa in response to rising demand for its patented service.



The app will now be available in Angola, Chad, Guinea, Botswana, Tanzania, Uganda, Malawi, Egypt, Democratic Republic of Congo, Senegal and Sierra Leone.

The app offers billions of items from more than 250 top US and UK retailers – stores that would otherwise be inaccessible to many African customers – and manages every aspect of the order and return cycle.

"This is an exciting time for Mall for Africa as our rapid growth will afford millions of new customers the opportunity to shop from the most desired retailers," said Chris Folayan, CEO of Mall for Africa. "Current customers in Nigeria, Kenya, Ghana, and Rwanda love our platform which is why we are rolling out in 11 additional countries and will continue to expand our platform to meet the needs of customers worldwide."



#eComConfex: A crash course in cross-border e-commerce
Lauren Hartzenberg  27 Feb 2017

According to Statista, global retail e-commerce sales will reach $4.5 trillion by 2021, a 246.15% increase worldwide from 2014. This is a result of shopper's looking beyond borders when shopping online and 57% made a purchase from overseas retailer within the past six months.

Last year's Nielsen's Connected Commerce report found that online is the favourite shopping destination for some categories, with one-third saying they purchase beauty and personal care online and more than two-thirds purchasing travel products or services online.

#BizTrends2018: Mobile means more e-commerce opportunity than ever before
Mark Mahoney, Aramex  8 Jan 2018

For more, visit: https://www.bizcommunity.com