

Jumia launches Nigeria's official Apple Store online

By [Lilian Mutegei](#)

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Jumia has rolled out their official Apple store online, becoming the first online retailer to be authorised by Apple to sell their products.



Now that Jumia.com.ng sells official Apple products, they are anticipating even more enthusiasm and excitement from their collective 4 million followers on social media than ever before. MacBooks, iPhones, iPads, and more are now just clicks away with the convenience and ease that only online shopping can offer.

The collaboration between Jumia and Apple also signifies the quality and authenticity of products available on the site. The retail giant expects that the official authorisation will alleviate shoppers' fears of purchasing fake Apple products online. Nigerians no longer have to be burdened by fears of using their hard earned cash to purchase a fake, stolen or reworked Apple device, let alone delivered to the convenience of their home or office.

Speaking on the launch of the iStore on Jumia, Jeremy Doute, MD Jumia Nigeria said, "The collaboration between Jumia and Apple is a thing of beauty and can best be described as a big win for innovation and authenticity. Nigerians no longer have to be burdened by fears of using their hard earned cash to purchase a fake, stolen or reworked Apple device. Above all our continued commitment to seeing the Nigerian customer get top quality and premium retail keeps driving us to push new boundaries and break new frontiers".



Jumia acknowledges that their customers have high expectations, and are upholding their reputation with the official Apple store. They are looking forward to meeting their shoppers' demands for authentic Apple products at a fair price, while continuing with their fast deliveries and reliable customer service. Jumia is confident that this new development will put smiles on the faces of Apple loyalists and tech lovers alike nationwide.

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