Kaymu mobile app launched

Kaymu's new mobile app, designed to make online shopping in Africa even more convenient, will reportedly offer a wider product assortment, fast and intuitive navigation, and easier buyer and seller account management.

According to Elias Schulze, CEO of Kaymu Africa, "Mobile-commerce sales are booming in Africa. The launch of the Kaymu mobile application on different platforms will provide an even more structured platform for sales to be conducted on the go".

Mobile subscriptions in Africa have increased from fewer than 25 million in 2001 to more than 720 million in 2012 (according to a 2013 Global Report by McKinsey).

This boost has led to an m-commerce explosion in Africa, as the number of users who access the internet via their phones is growing rapidly and leapfrogging traditional desktop use in Africa.

In addition to the growing market penetration of smartphone devices in Africa, the World Bank predicted that sub-Saharan marketplaces will expand by 5.1% in 2014 and by 5.2% in 2015.

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