

Jumia Egypt, Sony announce partnership success

One of the first brands to sign up for Jumia Egypt's shop-in-shop concept was Sony, and the retailer has reportedly already noted a significant increase in sales of its products.



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The shop-in-shop concept was launched on Jumia in May, in response to the increased consumer preference for shopping online, and the high cost to retailers of having to rent retail space in shopping malls. The shop-in-shop allows individual retailers to bring their products online on the Jumia website, where they will be able to reach more than 1 million Egyptian consumers every month.

"Jumia has benefited from the shift in consumer buying behavior and has worked on delivering a highly efficient service for both consumers and retailers", says Mattia Perroni, CEO of Jumia Egypt.

Sales increased by 50%

Sony was one of the first brands to sign a Seller Center agreement with Jumia in June 2014. Following this, Sony sales increased by 50% compared with previous sales of its products on Jumia, and by 15% compared with sales prior to the launch of the Sony store on [Jumia Egypt](#).

Bassem Zaki, Business Development Manager at IBS ([Sony's](#) official distributor in Egypt) believes that increasing sales of the online retail will have a positive impact on the overall business, as this sector delivers a higher reach to customers, compared to other offline retail and traditional business models.

"Sony's shop-in-shop success on Jumia is a great milestone for us" added Perroni, "Sony products are all set up in one single platform that has high traffic access from online shoppers leading to increased sales. With global brands like Sony buying into the concept, it's clear that an e-economy is critical to the future of the retail business in Egypt."

Due to the increasing number of internet users, the expansion of mobile technology and the strong spread of smartphone

holders, in addition to the improvement of the delivery system and payment methods, the e-commerce business is widely spreading in the region.

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