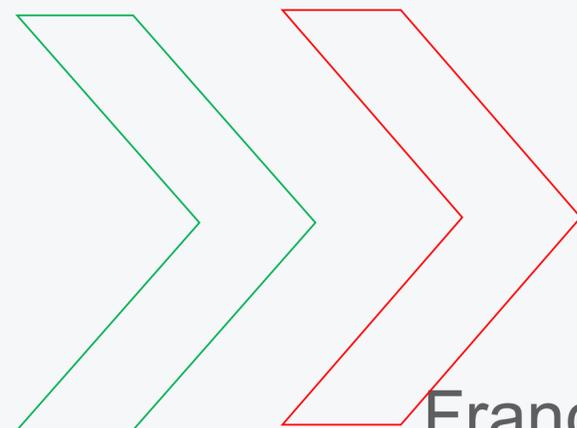


Esportare >> in Digitale



FOCUS NIGERIA —

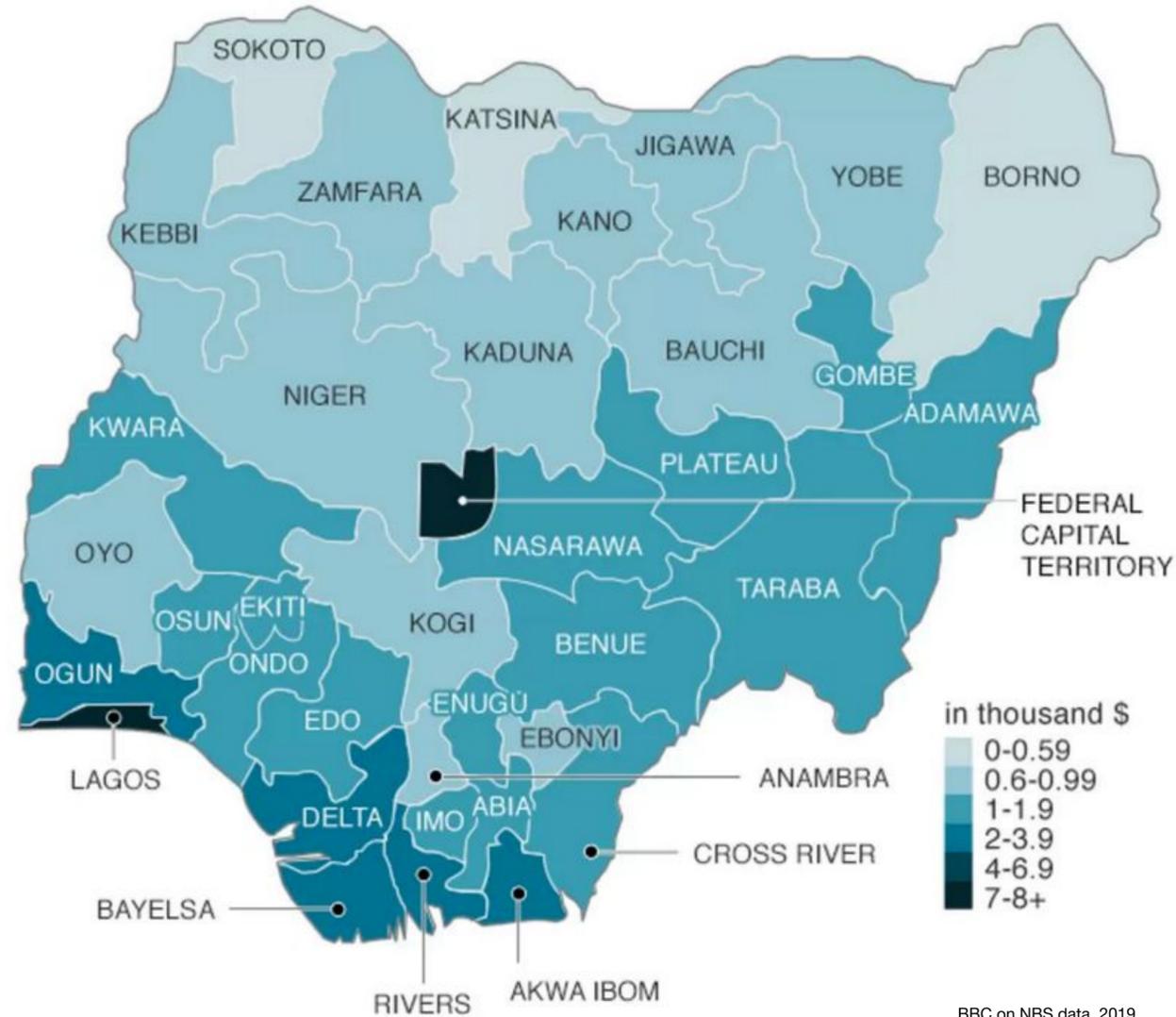
Lo scenario digitale in Nigeria per l'export delle PMI italiane

Francesco Gastaldon, Partner & Regional Manager Europe at Kili Partners

Un paese dalle molte differenze

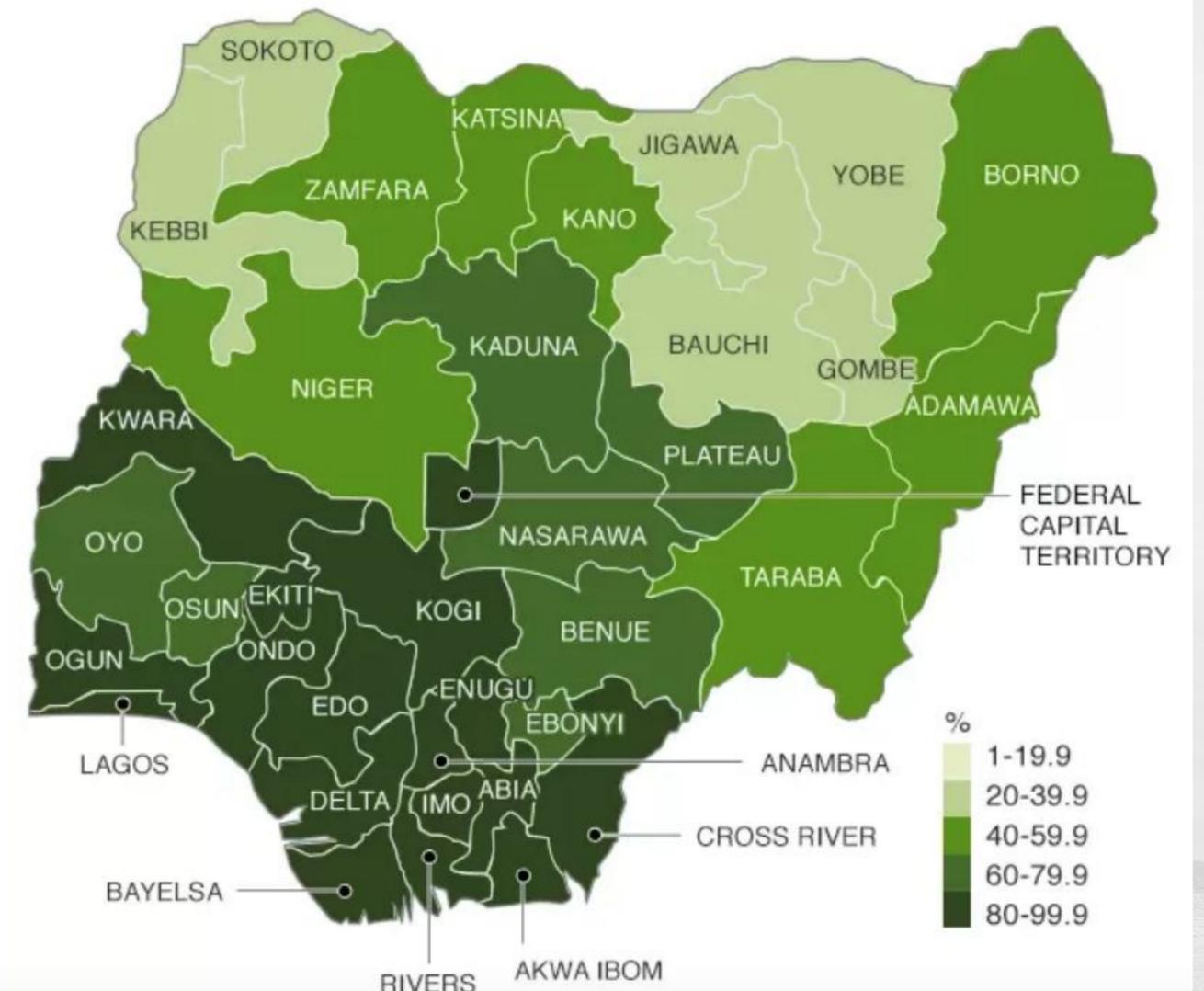
Money

Average annual income per person in \$



Education

Percentage primary and secondary school attendance

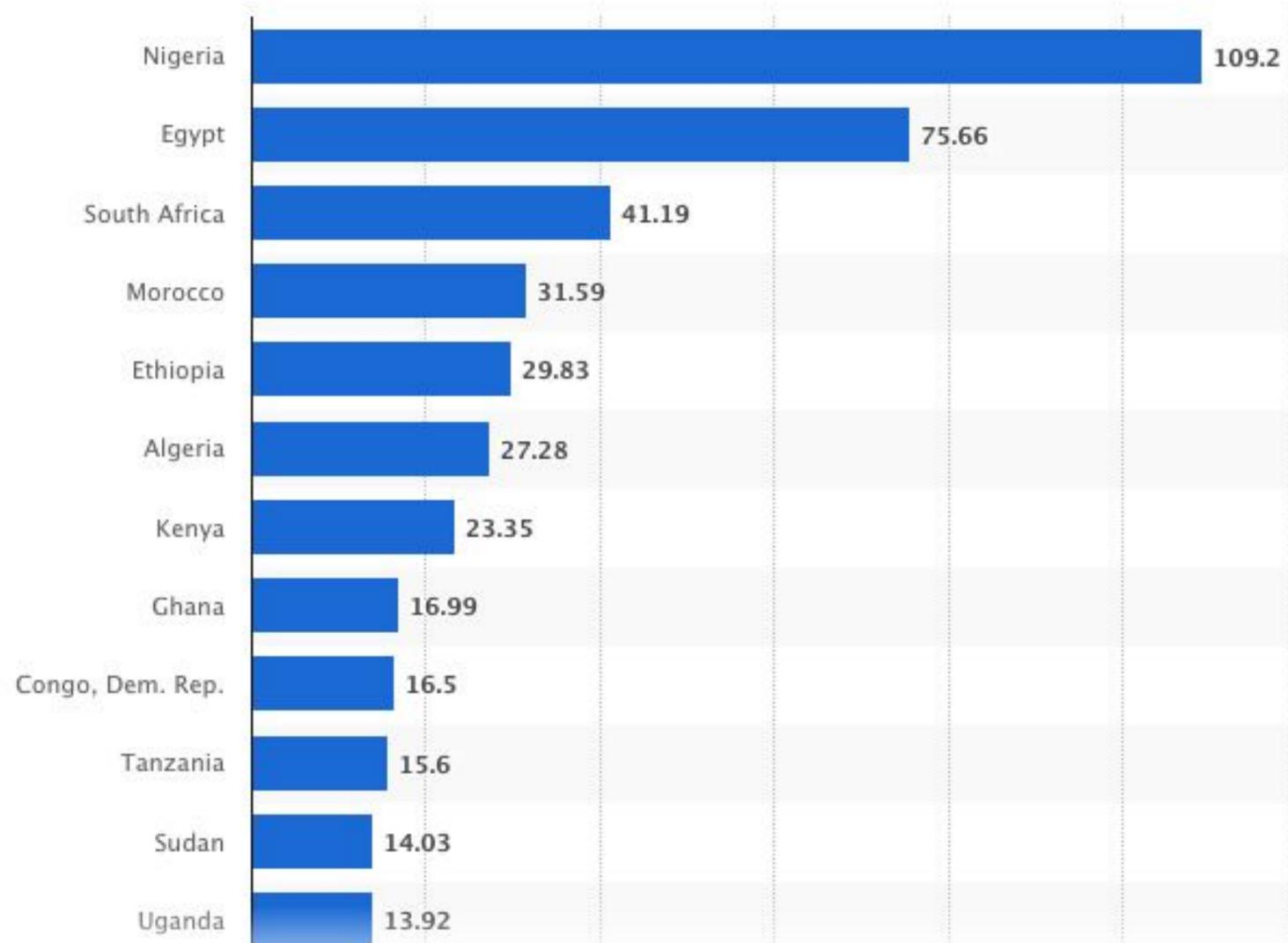


Internet da mobile e connessioni

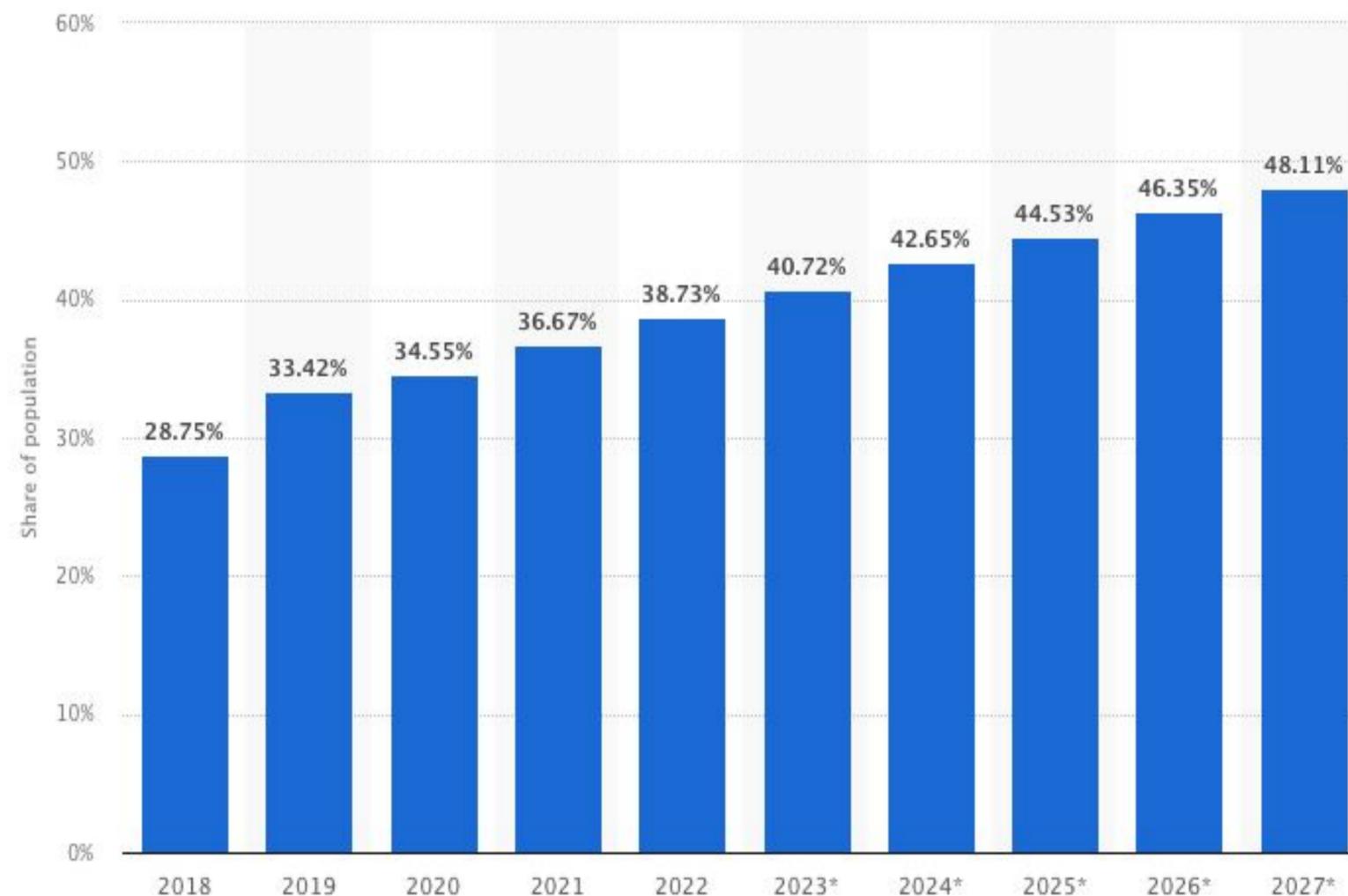


Utilizzo di internet in Africa e Nigeria

Utenti internet nei principali paesi africani in milioni (gennaio 2022)

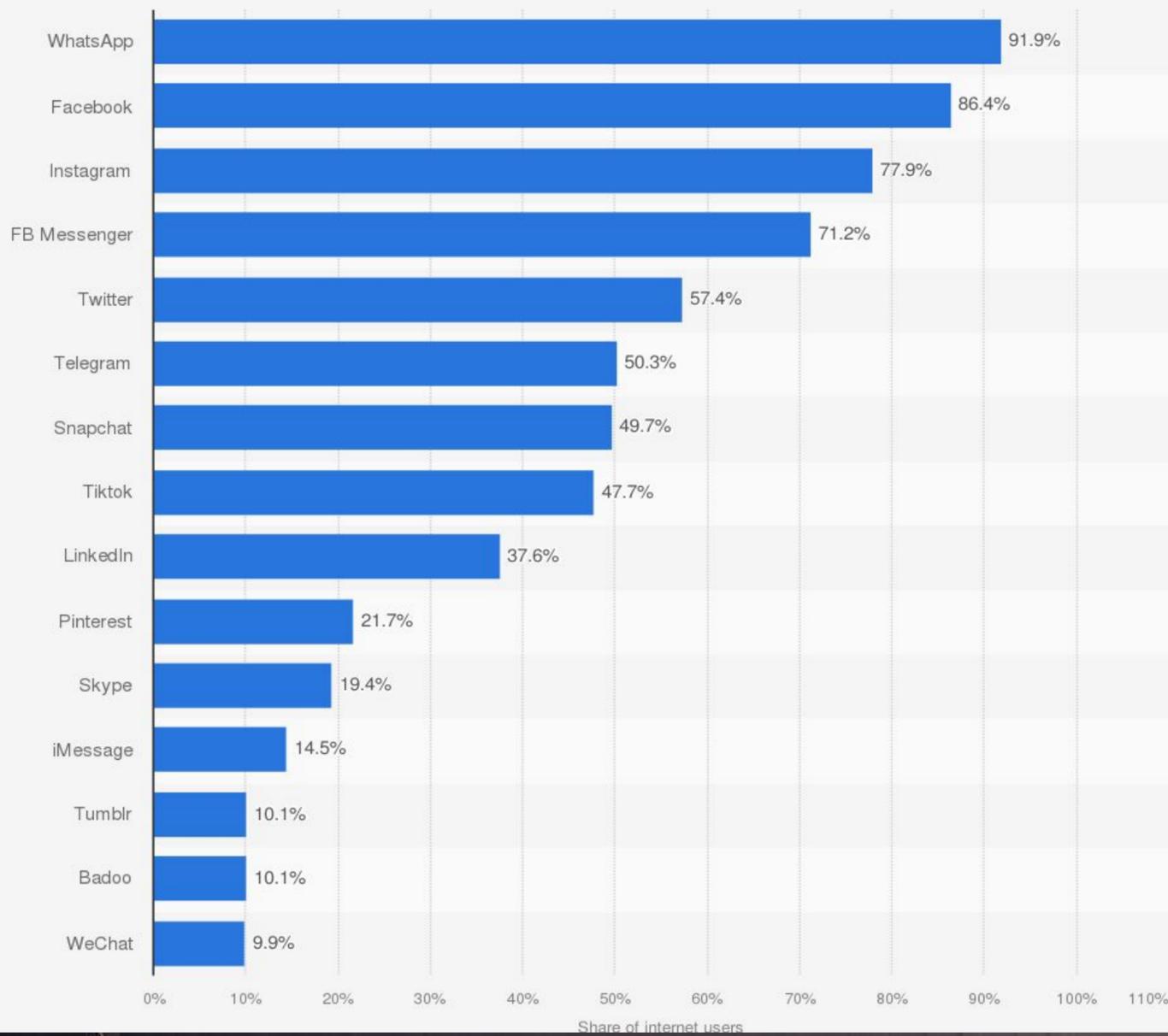


Utilizzo di internet in Nigeria (% della popolazione)



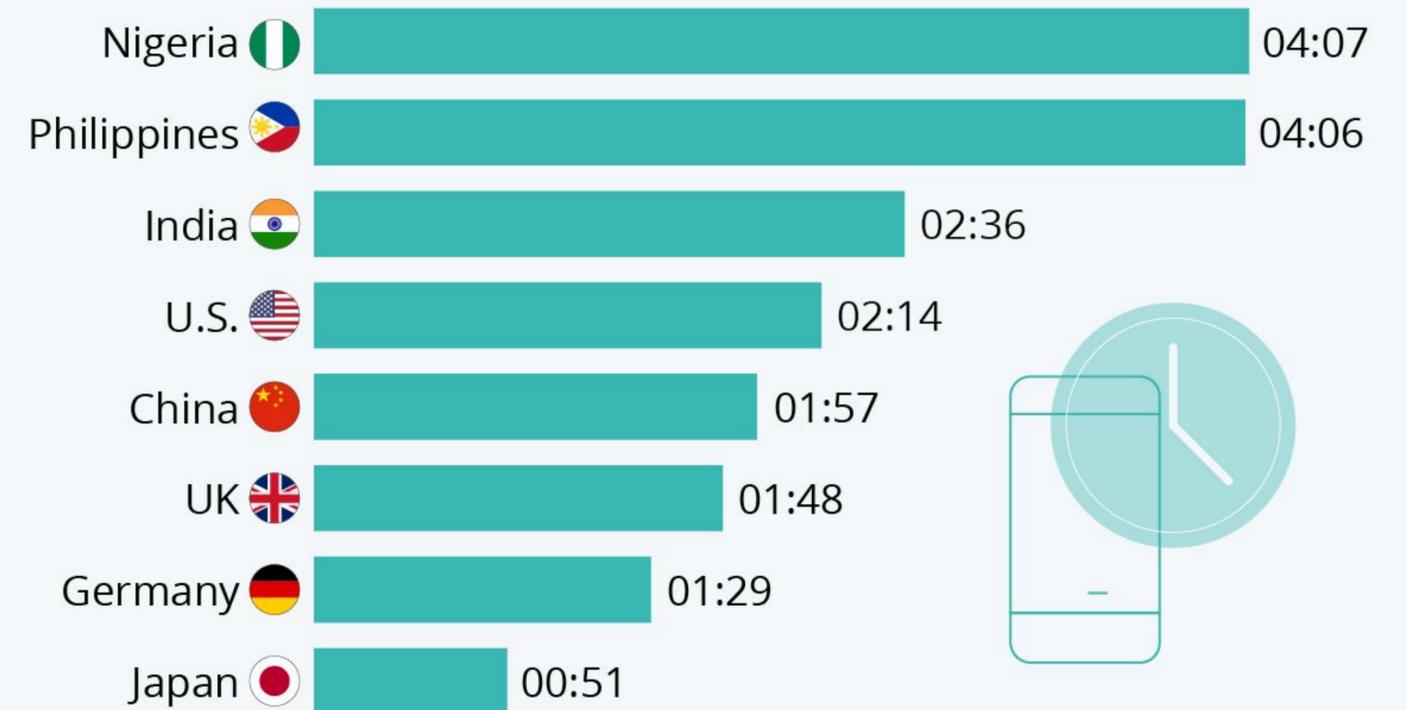
Utilizzo dei social media

Most used social media platforms in Nigeria as of the 3rd quarter of 2021



Where People Spend the Most & Least Time on Social Media

Average time spent connected to social networks per day in selected countries in 2021 (hh:mm)

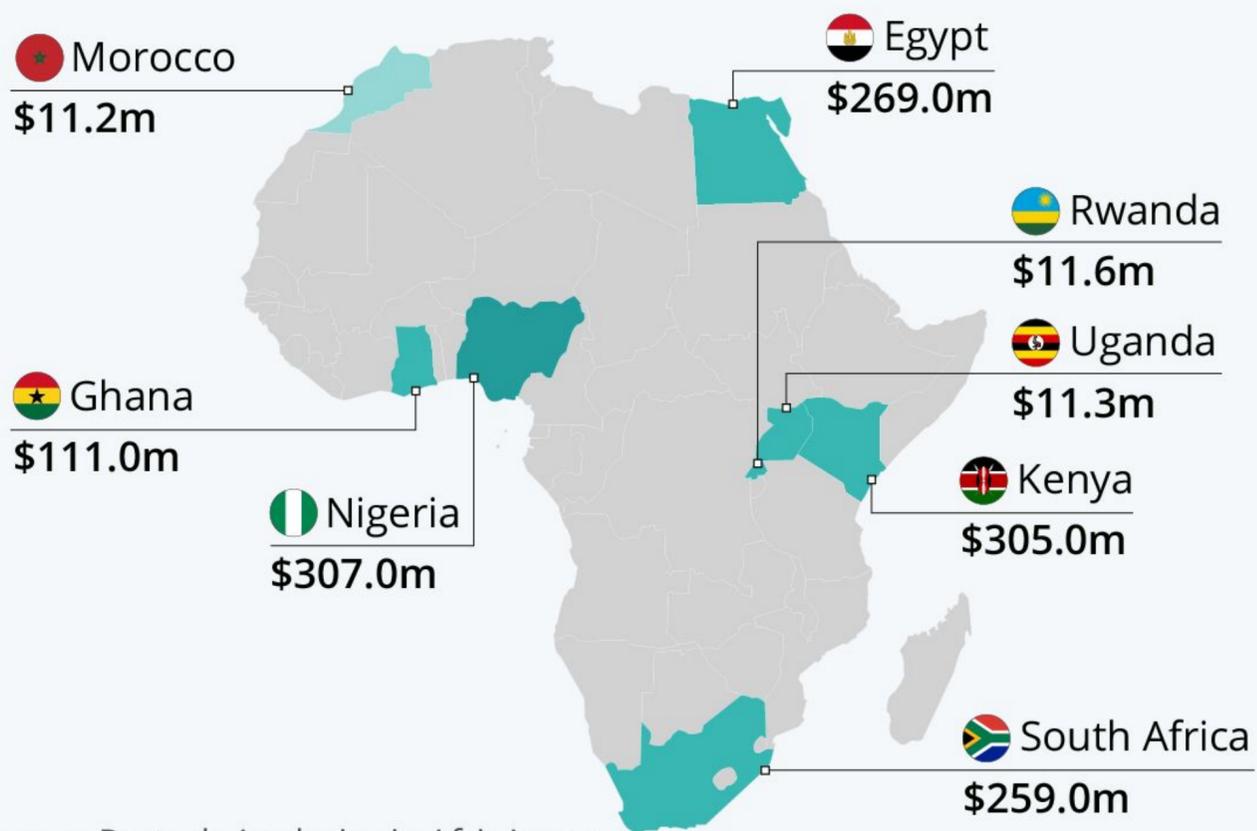


904,000 internet users (16-64 y/o) surveyed across 46 markets
Source: Global Web Index via DataReportal

Start-up e investimenti

Where Africa's Startup Activity Is Concentrated

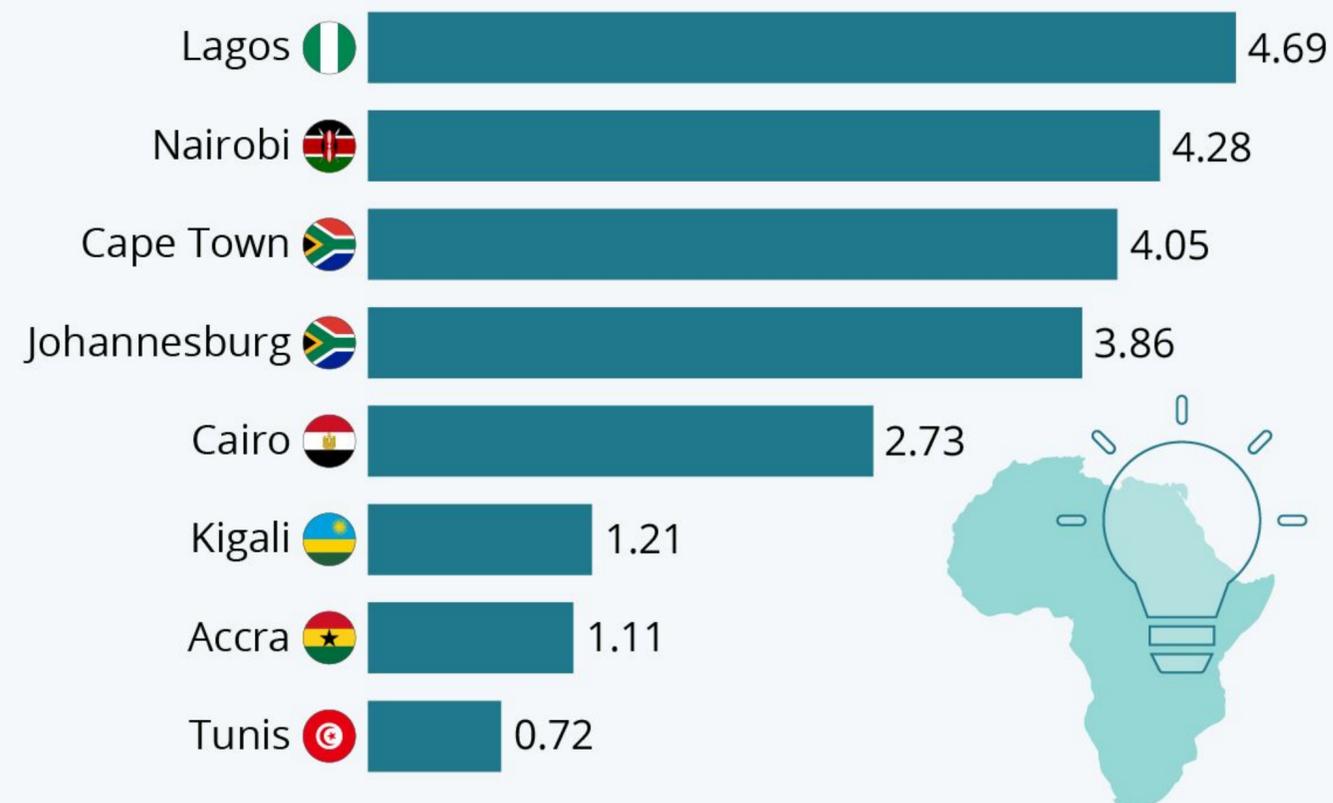
Top countries for VC investment in Africa in 2020
(in million U.S. dollars)



Source: Partech Analysis via AfricArena

Lagos Is Africa's Startup Capital

Leading cities for startups in Africa in 2021 (by total score)*

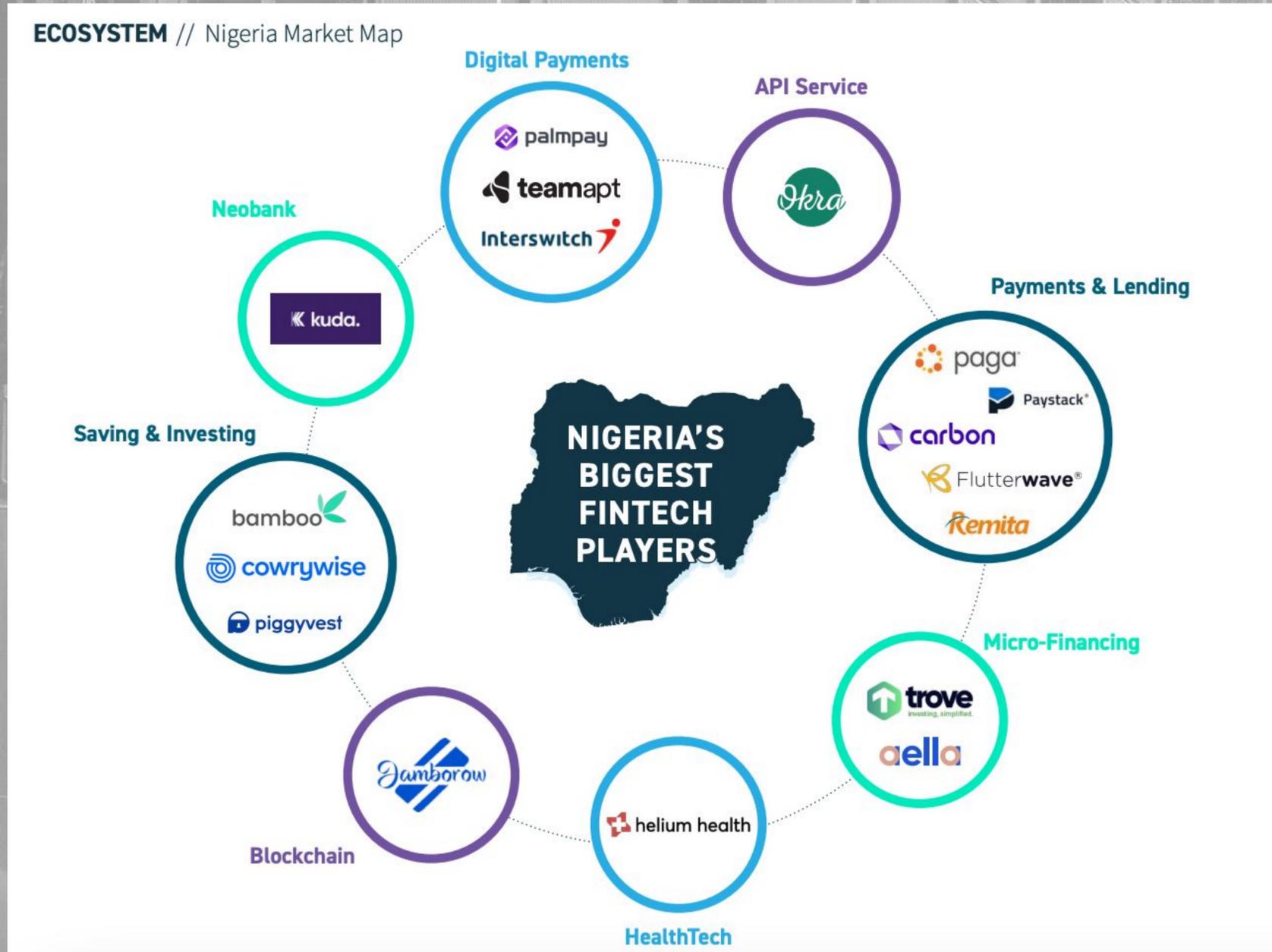


* Based on quantity (e.g. number of startups/accelerators), quality (e.g. number of unicorns, exits, pantheons) and business (national economic indicators) scores
Source: StartupBlink

Start-up e investimenti

	Startup	Overview	Last round	Total raised	Founded
1.	 Jumia Nigeria	Jumia Group is an e-commerce ecosystem that provides innovative, convenient, and affordable online goods and services to consumers.	Corporate	\$805,345,200.00	2012
2.	 IHS Towers Nigeria	IHS is a mobile telecommunications infrastructure provider.	Private Equity	\$652,000,000.00	2001
3.	 OPay Nigeria	OPay empowers users and enables them to accomplish more with their money by providing smart financial services.	Series C	\$570,000,000.00	2018
4.	 Flutterwave Nigeria	The easiest way to make and accept payments from customers anywhere in the world.	Series D	\$484,625,000.00	2016
5.	 Andela Nigeria	Andela is an engineering-as-a-service business that helps companies build remote teams quickly and cost-effectively.	Series E	\$381,000,000.00	2014
6.	 Zola Electric Nigeria	ZOLA Electric is a Silicon Valley startup democratizing clean energy access and smart storage power solutions.	Venture	\$306,100,000.00	2011
7.	 Moove Nigeria	Moove is a Nigerian mobility fintech that provides revenue-based vehicle financing to mobility entrepreneurs across Africa.	Debt Financing	\$223,200,000.00	2019
8.	 Lumos Nigeria	Lumos is a Clean Energy company and a leading provider of high-quality solar home systems that is revolutionising the African market.	Debt Financing	\$212,000,000.00	2012
9.	 PalmPay Nigeria	PalmPay is a simple and secure payment app that give rewards.	Series A	\$140,000,000.00	2019
10.	 TradeDepot Nigeria	TradeDepot enables manufacturers and key distributors keep their brands in stock on the shelves of millions of retail stores across Africa.	Debt Financing	\$123,000,000.00	2015
11.	 Interswitch Nigeria	Interswitch is an Africa-focused integrated digital payments and commerce company.	Private Equity	\$120,500,000.00	2002

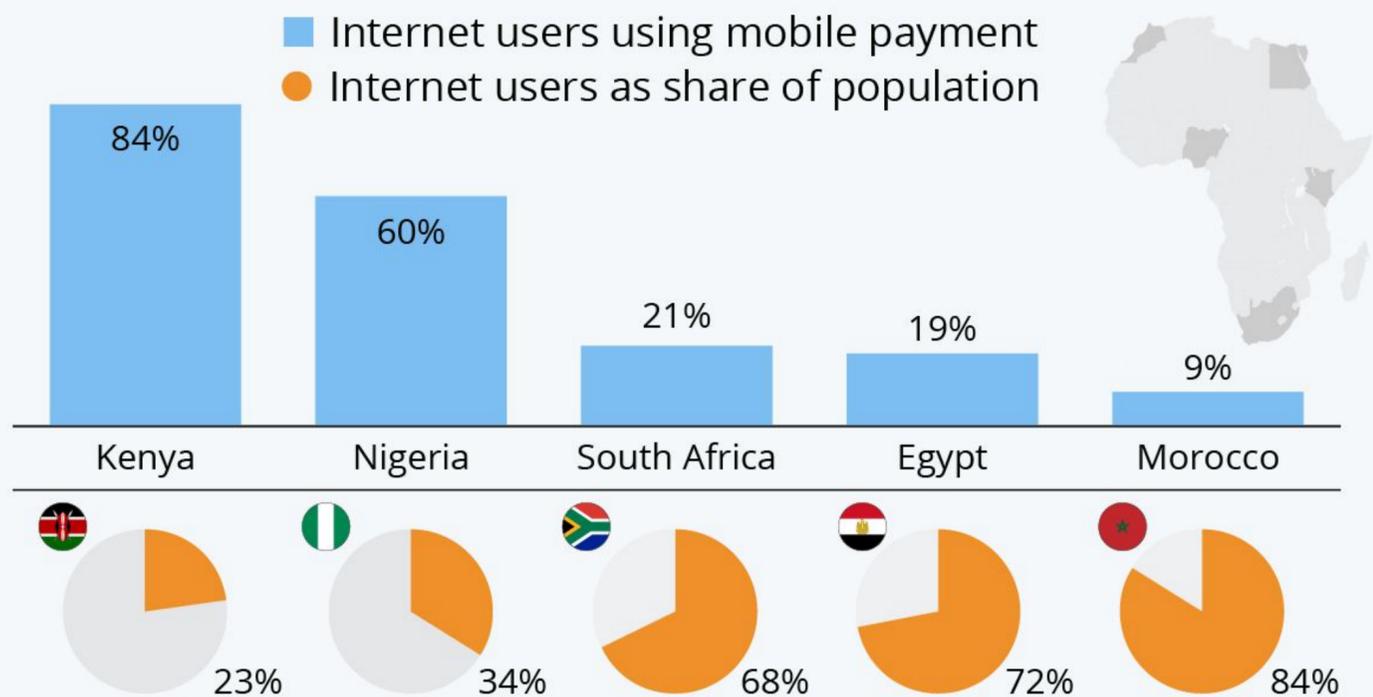
»»» Fintech: digitale per i servizi finanziari



»»» Fintech: servizi per gli “unbanked”

The Potential of Mobile Payment in Africa

Share of internet users using mobile payment in selected countries and internet penetration rate

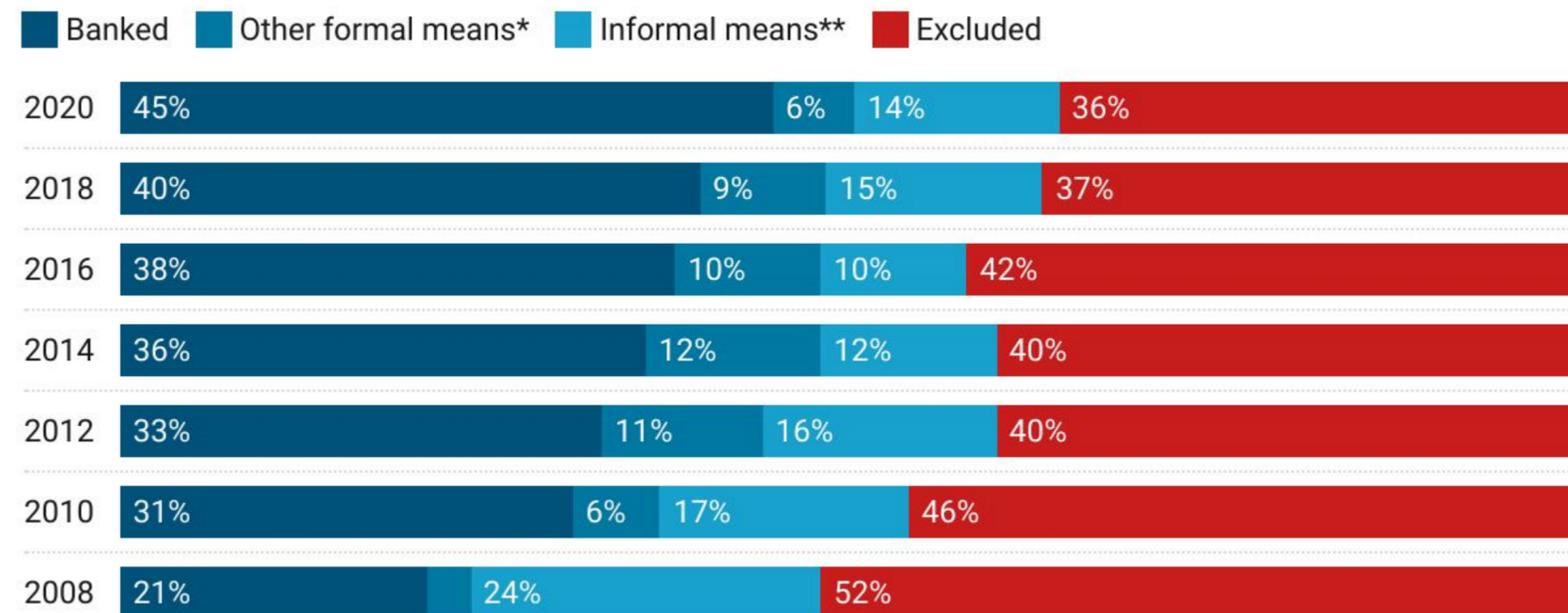


Mobile payment users: 1,000 to 2,000 internet users surveyed per country in 2021. Internet use data from 2020 (or 2019 if not available).

Sources: Statista Global Consumer Survey, World Bank

Nigeria's financial inclusion progress remains weak

% of total Adult Population

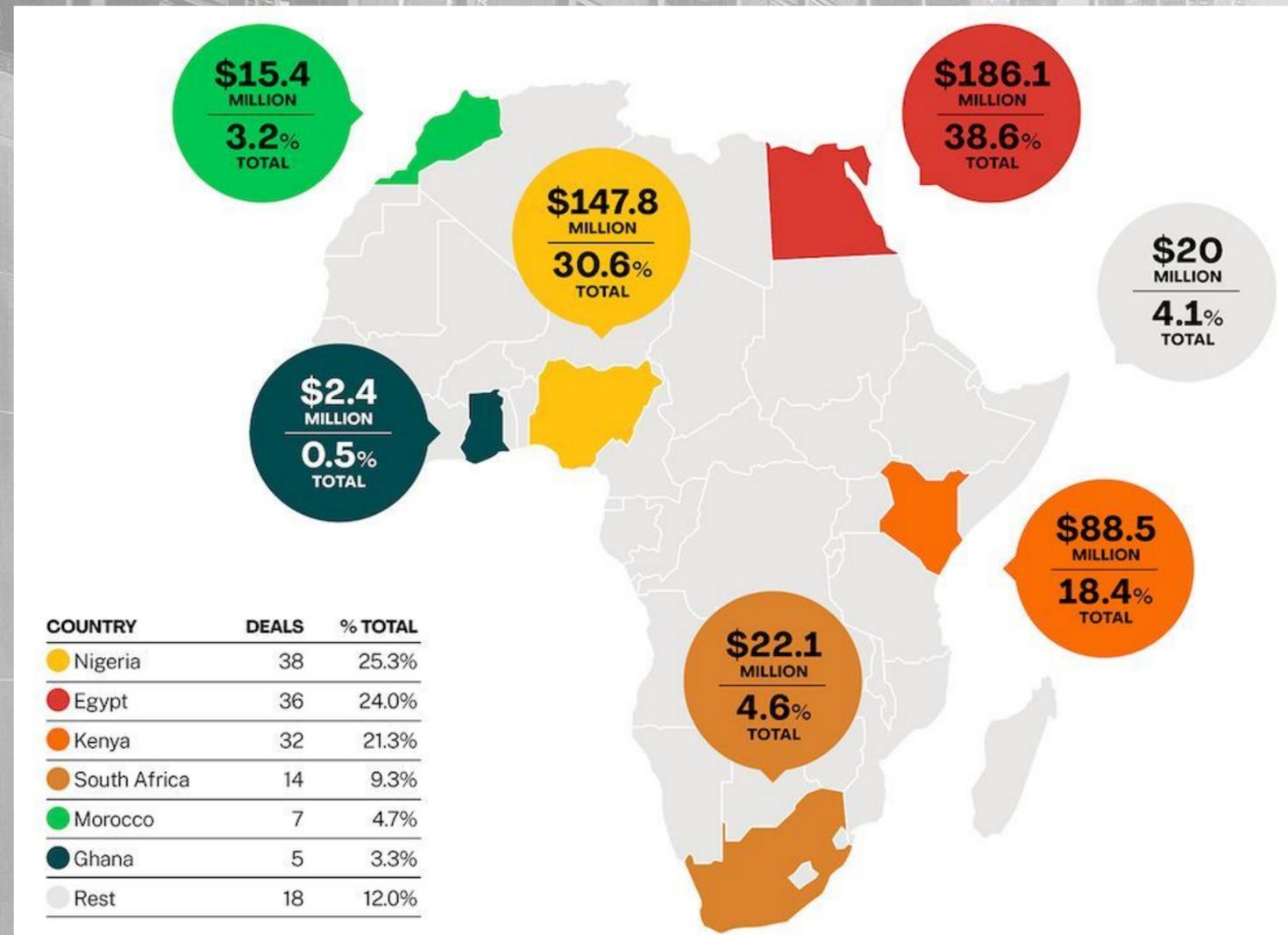


*other formal means include mobile money, agents, microfinance | ** Informal include co-operative societies, thrifts, village associations

Il 60% dei nigeriani ha fatto regolarmente pagamenti con smartphone nel 2021

➤➤➤ Agro-tech: il digitale per l'agrofood

Investimenti 2021 in start up agrotech



Health-tech: il digitale per la salute

Nigerian health tech startups complete infographic



Diagnostics

Ubenwa
Mediosa
Sonocare
Diagnoseme.Africa
PreDiagn



Elderly Care

Greymate Care
Gerocare



EMR/HMS

All Purpose Medical Information System
Genesys Health
AGC Nigeria (ProSynapses & GenRx)
Helium Healthcare
Medismarts
Talamus Health
ChartSynergy
CuracelHealth
Casenote
MediLifeline
SYNC City
MedicPlus (Acquired)
Eclat Healthcare
Efferent Services



Health Logistics

RedBank
LifeBank
Emroapp
ConstantSeeApp



Public Health

Slidesafe
AlertClinic/EpidAlert



Maternal Health

Mamalette
Mothers Delivery Kit
MobiCure/Omomi/my paddy
Babymigo
HelpMum



Health Insurance

Reliance HMO
Fettle Group



Hardware/Infrastructure

Medical Devices As A Service
Vinsighte
TrepLabs
Doctoora



Mental Health

Mentally Aware
PsyndUp



Pharma

Swift Medicals
Drugstoc
EMedRep
WellaHealth
Medsaf
my-medicines
ProNOV
Drugstore
PharmLink



Training

Otrac



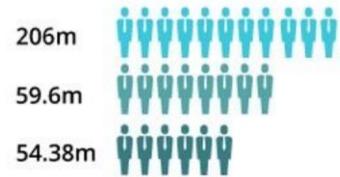
Telemedicine

Dokilink
Hudibia
SwiftCheckup
TalktomeDoc
Doctor Dial
Dokita247
JaraCare
mDoc
Neumed
OneDokita
Clickx Pharmacy /
Magaani App
Doctornow
Hellocare
Mobile Medics
HealthConnect 24X7
Kihmarl
Wellvis
Dr. Lex
One2One
OncoPadi
GreyMate

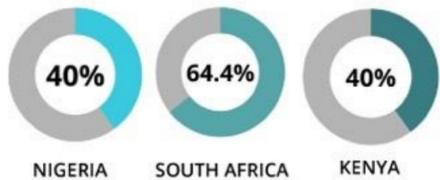
Vendite online: e-commerce in Africa

E-COMMERCE GROWTH IN KEY AFRICAN MARKETS

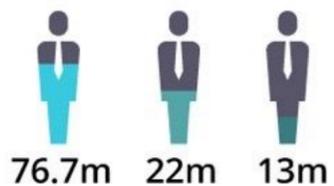
POPULATION



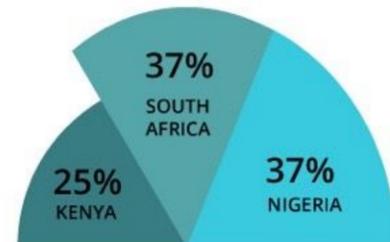
INTERNET PENETRATION



NO OF ONLINE SHOPPERS

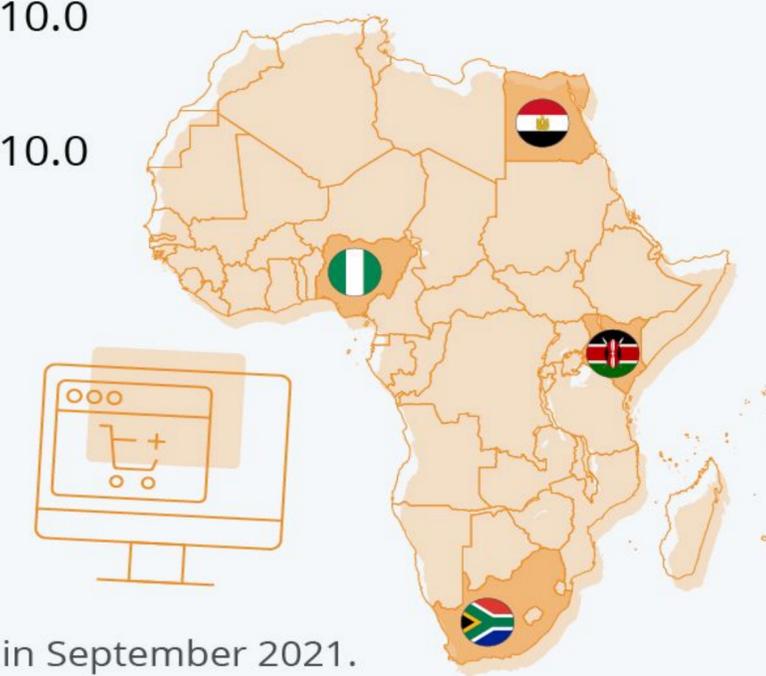
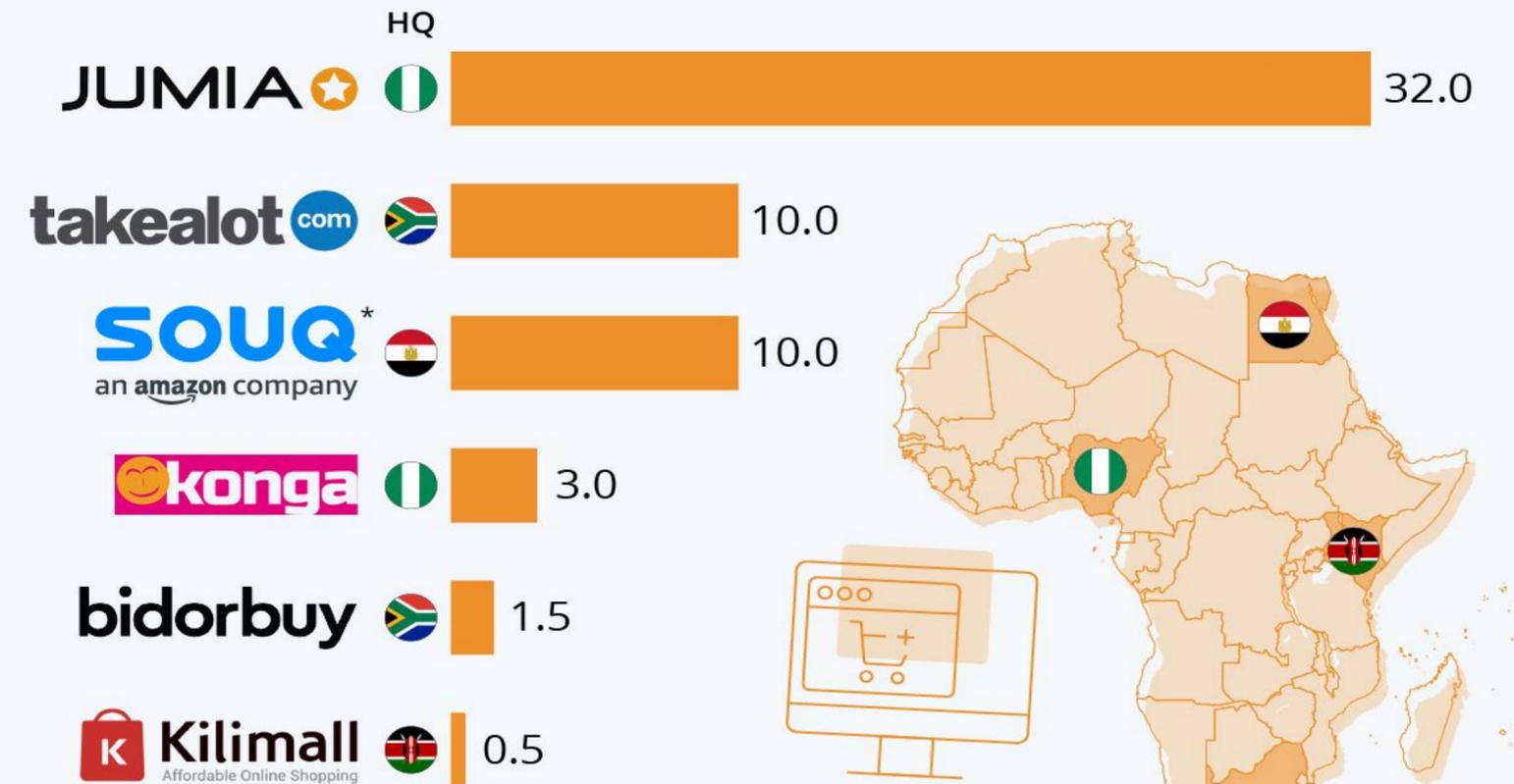


E-COMMERCE PENETRATION



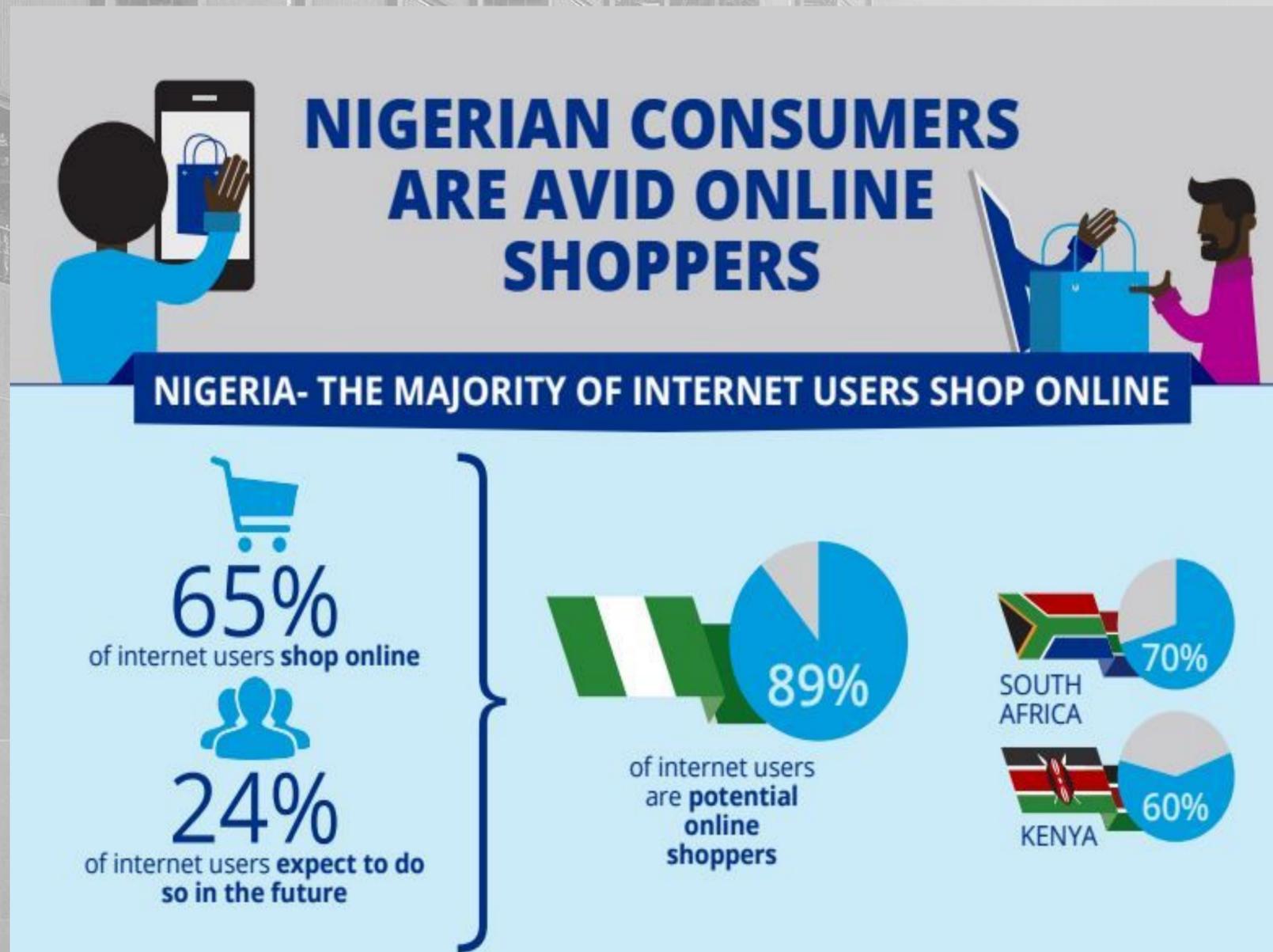
Africa's E-Commerce Giants

Number of monthly visits on main online marketplaces in Africa in 2021 (in millions)



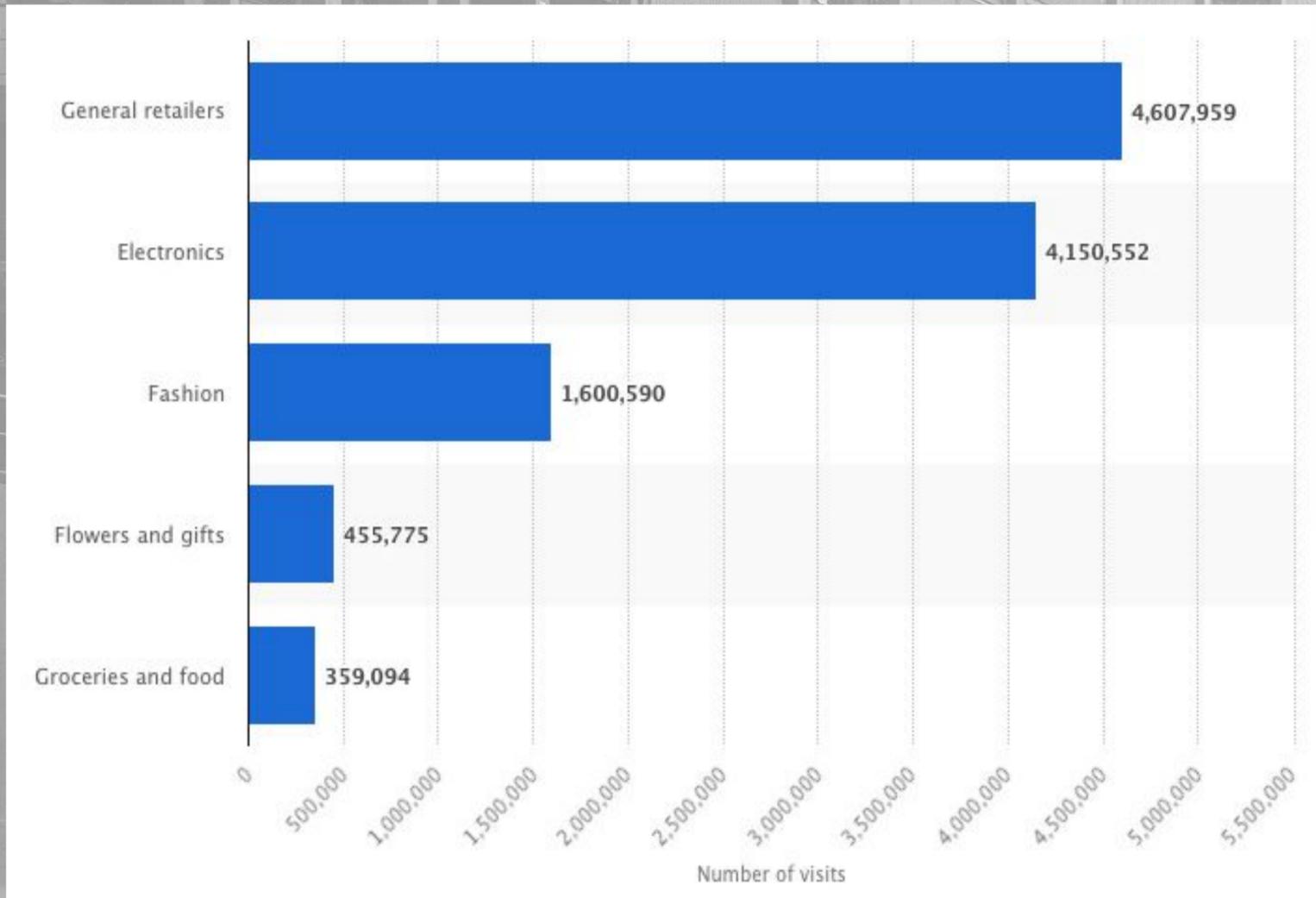
* Formerly Souk, changed to amazon.eg in September 2021.

Le vendite online in Nigeria

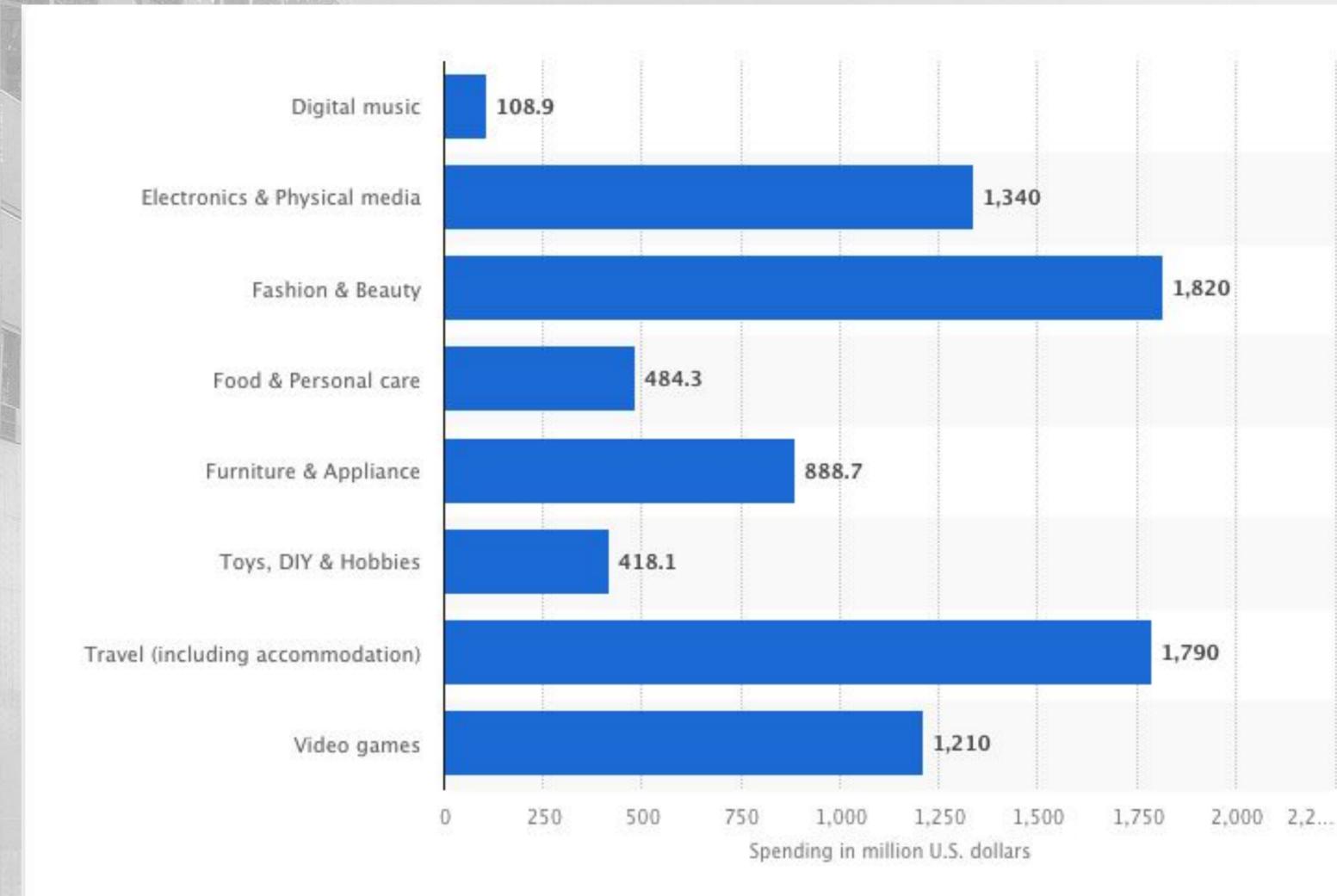


»»» Cosa si compra sugli e-commerce b2c in Nigeria?

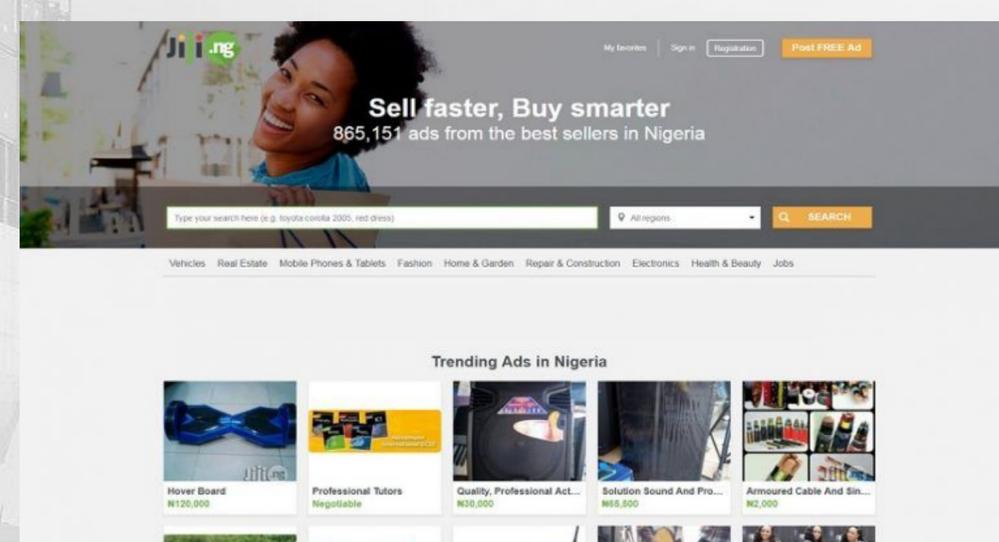
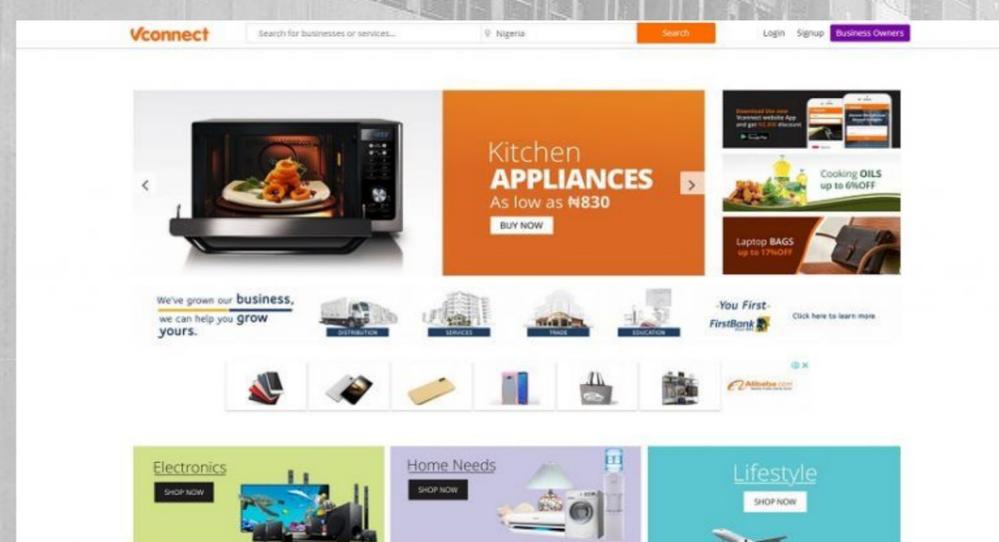
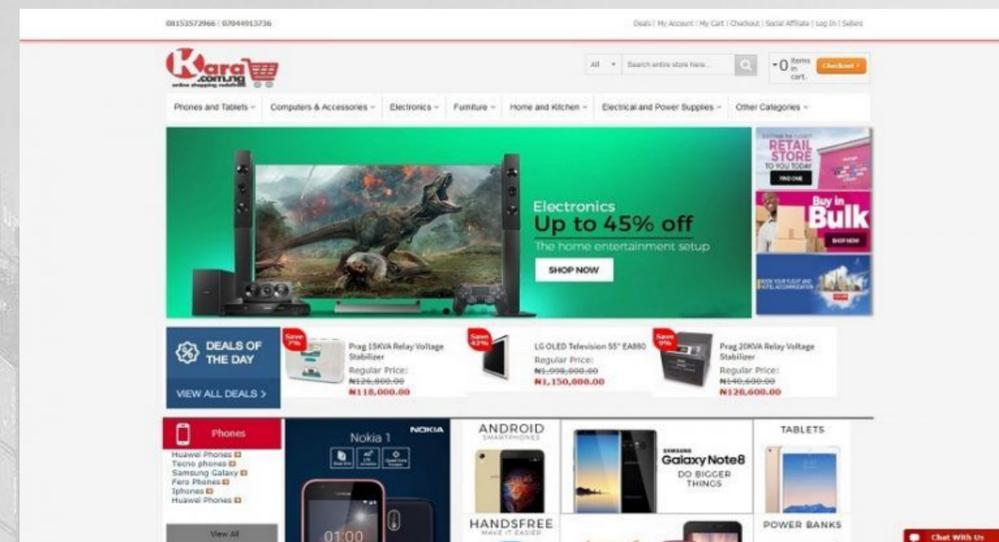
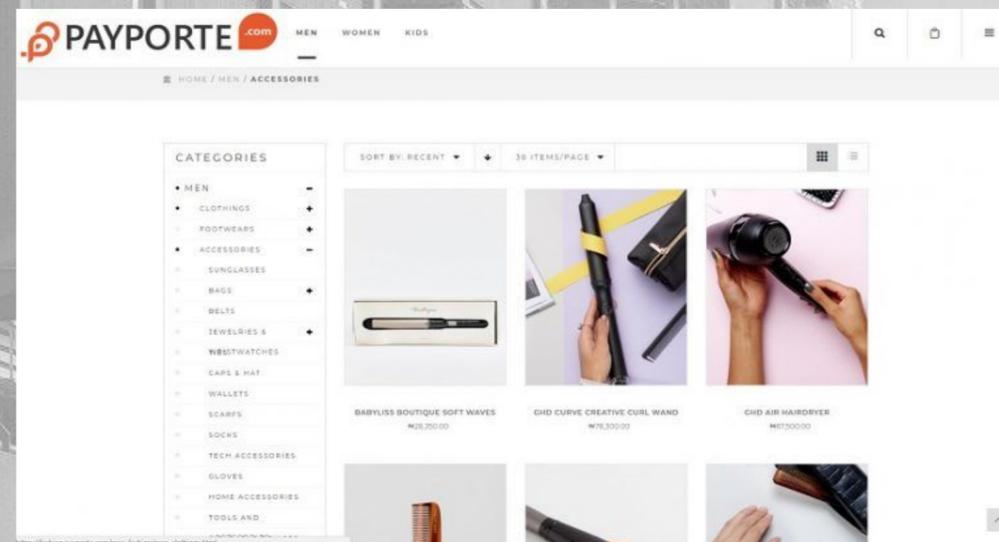
Categorie di siti e-commerce più visitati in Nigeria (2022, visite mensili)



Spesa in acquisti e-commerce per categoria (2020)



»»» I principali marketplace (senza Amazon)



»»» Vendite online anche per il b2b

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Fostering Easy Access

Bridging gaps between businesses using technology, to ensure what our customers require is always available and within reach.



How B2B e-commerce platforms are redefining Nigeria's \$100bn informal retail market

Okafor Endurance — Feb 23, 2022



The informal retail market is characterized by challenges such as limited inventory due to high demands



Retail distribution made simple

When you register as a supplier, TradeDepot becomes a full-time distributor of your products. We buy and store the inventory, and take care of everything from shipping and pricing to customer service and returns.

Harnessing Technology To Empower Informal Retailers

We provide unified services to our customers, helping them grow their businesses and thrive in today's dynamic environment.

Let's talk



OmniBiz About us Solutions Contact us Sign up Now

Buy Goods the Easy and Smart way

OmniBiz makes it easy for you to buy a wide range of consumer goods at your convenience.

Sign up Now Watch Video



How Omnibiz helps your retail business grow

»»» La mia azienda può sfruttare questi trend?

Il digitale in Nigeria può essere una grande risorsa, ma l'approccio "analogico" è ancora importante per le PMI italiane che vogliono esportare: logistica, magazzini, forex, rete distributiva e contatti affidabili sono aspetti cruciali per operare in Nigeria.

Il digitale può essere rivoluzionario, ma non si può sfuggire agli aspetti "fisici" del business: magazzini, infrastrutture, strade, mezzo di trasporto, business partners, sfide e difficoltà materiali nel fare business quotidiano. Il digitale può aiutare a superare alcune barriere, ma non tutte.

Chiedersi e studiare a fondo se il proprio settore sta attraversando una "digital disruption" in Nigeria, e come poter trarre vantaggio da questa dinamica, lavorando con operatori locali.

Analizzare se alcuni strumenti digitali possono essere particolarmente utili in certe azioni di sviluppo commerciale.

Esportare >> in Digitale



Grazie



CONTATTI 

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Kili Partners

francesco@kilipartners.com

[Personal Linkedin](#) & [Kili Partners Linkedin](#)