

Unilever launches online store on Jumia

Unilever has launched its online store on Jumia dubbed the '[Everyday Essentials Store](#)'. The online store houses some of the company's fast-selling brands, such as Close-up Red Hot and Herbal lines, Knorr, Lifebuoy, Lux, Pepsodent, Sunlight, Vaseline, and Shea Moisture.



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In a joint media statement released by the two companies, the head of key accounts and brand management at Jumia Nigeria, Steve Dakayi described the development as a strategic opportunity for Jumia to increase the number of unique products listed on its platform, thereby expanding customers' access to a wide variety of household products.

Iqbal Farrukh, modern trade director, Unilever said:

“ We are pleased to partner with Jumia to make our products available to our customers and consumers by leveraging on technology through e-commerce channels. This is in line with our commitment to continuously seek innovative ways to make our products available and accessible to shoppers. Our message to consumers is that we will continue to live up to the commitment of making sustainable living commonplace through our brands and operations. Apart from our relaunched Lifebuoy soap, newly launched Pepsodent sensitive expert range and Shea Moisture, we have exciting new products planned for the year. Our shoppers on Jumia will be duly informed as we launch. ”

During the official flag off of the store, Unilever also launched the company's newly acquired Shea Moisture line of personal care products on Jumia's platform, which until now was 100% sold offline.

On the first day of the launch, Unilever offered customers 10% discount specifically on Shea Moisture product lines, such as Shea Butter Retention Shampoo, Beard Balm, Chamomile, Argan Baby Oil, Shea Butter Deep Treatment, and so on.