

DHL brings over 200 global online stores to African consumers with innovative platform



11 April 2019: DHL Express has announced the launch of its new mobile and desktop app aimed at improving the online shopping experience for Africa-based consumers. The exciting new platform, DHL Africa eShop, enables customers to shop directly from more than 200 US- and UK-based online retailers, with all shipments delivered by DHL Express, to the shopper's door. DHL Africa eShop will be available in 11 African markets to start – South Africa, Nigeria, Kenya, Mauritius, Ghana, Senegal, Rwanda, Malawi, Botswana, Sierra Leone and Uganda.

This solution was developed in partnership with Link Commerce – a division of Mall for Africa.

Hennie Heymans, CEO of DHL Express Sub Saharan Africa, says that the DHL Africa eShop app offers African consumers much greater access to international retailers on an easy-to-use platform. “DHL Africa eShop provides convenience, speed and access for online customers in Africa. As the global leader in express logistics, DHL is well positioned to connect African consumers with exciting global brands. This is yet another opportunity for DHL to reaffirm its commitment to supporting the growth of e-commerce in the region.”

According to a report by McKinsey Global Institute, the demand for world-class online shopping opportunities is growing exponentially in Africa's leading economies, as urbanisation and incomes continue to rise.

Despite the growing demand, many US and UK-based retailers do not offer shipping to African countries, owing to the perceived logistical challenges involved such as high last-mile delivery costs and fraud concerns. However, DHL Express was the first express operator to set up in Africa over 40 years ago, so we are well positioned to offer innovative and reliable solutions on the continent.”

“E-commerce offers enormous potential for the region, and we are proud to provide this platform to further connect African consumers with global opportunities,” concludes Heymans.

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