



Prohibited and Restricted Products Policy

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1. About the Prohibited and Restricted Products Policy

1.1. Purpose

Jumia works hard to ensure that we keep our buyers' trust and protect them against the sale of unsafe, illegal and otherwise unlicensed products when they shop on our marketplace.

The purpose of this Prohibited and Restricted Products Policy is to support our sellers to work with us to ensure that there is no place for illegal products on Jumia.

1.2. Scope

Prohibited products are those products that may never be sold on Jumia due to illegality, whilst restricted products may only be sold if certain criteria are met.

This Policy sets out:

- products that are prohibited from sale on Jumia or subject to restrictions;
- how sellers may identify such products;
- how Jumia detects such products to prevent their sale; and
- the consequences of violation of this Policy.

1.3. Application

This Policy applies to all products listed by sellers on the Jumia marketplace.



2. What are prohibited and restricted products?

2.1. Prohibited products

Prohibited products are banned from sale on Jumia. Specific prohibited products will vary by market, due to different local legal requirements. However, the following categories of products are always prohibited from sale on Jumia:

- narcotics
- weapons
- currency
- used products
- hazardous and dangerous products
- counterfeit products, as further outlined in the [Anti-Counterfeit Policy](#)

2.2. Restricted products

Restricted products are subject to local licensing and other requirements. Specific restricted products will also vary by market, but could include the following:

- products that require proof of authenticity in order to distribute or sell;
- products that require a licence for import; and
- products that require local permits e.g. foodstuffs, alcohol, medicines, electronics and tobacco.

Restricted products may be sold subject to the seller providing Jumia with the appropriate evidence of licence/authority to sell, which may include: an import permit, a local regulatory licence, a letter of authorisation from the relevant manufacturer, brand or authorised distributor.

2.3. List of Prohibited and Restricted Products

Click to view the [List of Prohibited and Restricted Products](#).

Jumia may update the List from time to time, in order to stay current with available information and changes in the law.

The List presents a helpful guide for sellers, but it is not exhaustive, and we rely on sellers to take full responsibility for exercising good judgment in respect of their product listings and ensuring that their products comply with the laws and regulations of the markets in which they are listed for sale.



3. How does Jumia detect prohibited and restricted products?

Jumia is continuously innovating to improve the ways we detect and prevent the sale of prohibited products, and monitor the sale of restricted products on our marketplace.

Jumia may detect a prohibited or restricted product in the following ways:

- **Product creation:** When sellers create new product listings, the listings will be subject to approval by Jumia before they are published on the website. Sellers will receive notification of all prohibited or restricted products that are blocked.
- **Product content updates:** Edits to listings are be subject to approval by Jumia before they are published on the website. Sellers will receive notification of all edits that are rejected.
- **Physical inspection:** We conduct random physical inspection of products in our possession, as well as more targeted inspections in respect of high risk products and sellers with high rates of return. We can therefore detect practices such as listing authentic products but delivering counterfeits, and the listing of counterfeit products under alternative brand names.
- **Reports:** We encourage all buyers, brands and manufacturers who have concerns about the sale of Prohibited and Restricted products to notify us as provided below. We will promptly investigate and take appropriate action to protect buyers, other sellers, and rights holders.

4. What are the consequences of violation of this Policy?

If a seller lists a prohibited or restricted product in violation this Policy and the law, Jumia shall delist the products from sales and apply the appropriate financial penalties, as provided by the Penalty Policy.

Jumia may also, in its discretion, take further corrective action, which may include, without limitation, the following:

- arranging immediate collection by the seller of any stock in our possession;
- destroying the stock without reimbursement to the seller and at the seller's cost;
- delivering the stock to the relevant law enforcement authority, without reimbursement to the seller and at the seller's cost;
- suspending or terminating the seller's shop on Jumia;
- withholding all payments to the seller; and/or
- commencing legal action against the seller (the sale of unsafe or illegal products may also lead to criminal prosecution).



5. Further information

If you are a seller and you have any questions about this Policy, please contact our Seller Support Team.

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