

WageIndicator

Nigeria

Gig Economy Overview 2024

Gig Economy Companies



Bolt
ChowDeck
Glovo
GoKada
inDrive

Kwik
Lagos Ride
Mano
Rida
Uber

DID YOU KNOW?



- According to Bookipi's study, **Nigerians are among the least expensive workers** on a freelancing platform named Upwork being paid an **average of \$163 dollars per job**. (Source: [Nairametrics](#))
- Peter Obi, presidential candidate says that in the last 5 years, Nigeria has **lost N95 Trillion** due to the exit of multinational companies including Bolt Food, Jumia Food, Equinor, Kimberly-Clark and others. (Source: [Daily Post](#))

What are the companies up to?

- **Glovo – Improving local air quality** – Swap Station Mobility Limited (SSM) is partnering with Glovo & Siltech World to provide Glovo couriers with electric motorcycles is to reduce operational costs and CO2 emissions.
- **23 Ride, new ride-hailing service** – 23 Technologies started it in Federal Capital Territory (FCT) to compete with other companies by offering better-kept vehicles, cheaper prices for customers and benefits for drivers.
- **inDrive, main sponsor of Lagos Startup Week 2024** – to highlight its work in combatting injustice & reducing gender gap with Aurora Tech Award & provide African women entrepreneurs a platform to develop a community.



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What do the Workers want?

Trade Union

Amalgamated Union of App-based Transporters of Nigeria (AUATON)



- AUATON drivers are urging the Lagos State Government to adopt the Collective Agreement, which outlines mutual benefits for workers, the government, and app-based companies.
- Drivers may create a "taxi-hailing app for drivers by drivers" if companies don't revise their unfriendly policies (zero security, lack of trip choice, high commissions, and more).
- AUATON members joined the national strike to demand a higher minimum wage, lower electricity costs, and the elimination of electricity usage-based tariffs.

What initiatives are companies taking?



- Chow Well with Yellow Card – campaign launched by **Yellow Card** offering **ChowDeck food vouchers worth 20,000 NGN** to 10 Yellow Card customers weekly once for 4 weeks upon making transactions of at least 140,000 NGN.
- Courier Day Initiative – **Glovo** providing its **couriers** with **courses on financial literacy** in partnership with Money Africa and Opay
- Do X Get Y – **inDrive's** 3 month-program **rewarding top-performing drivers with prizes** like fuel subsidies, smartphones, home appliances, etc and grand prize of locally produced car from IVM.



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