

# MARKET BRIEF ON KENYA

## Location



The Republic of Kenya is located in East Africa and bordered by South Sudan to the northwest, Ethiopia to the north, Somalia to the east, Uganda to the west, Tanzania to the south, and the Indian Ocean to the southeast.

## Facts and Figures

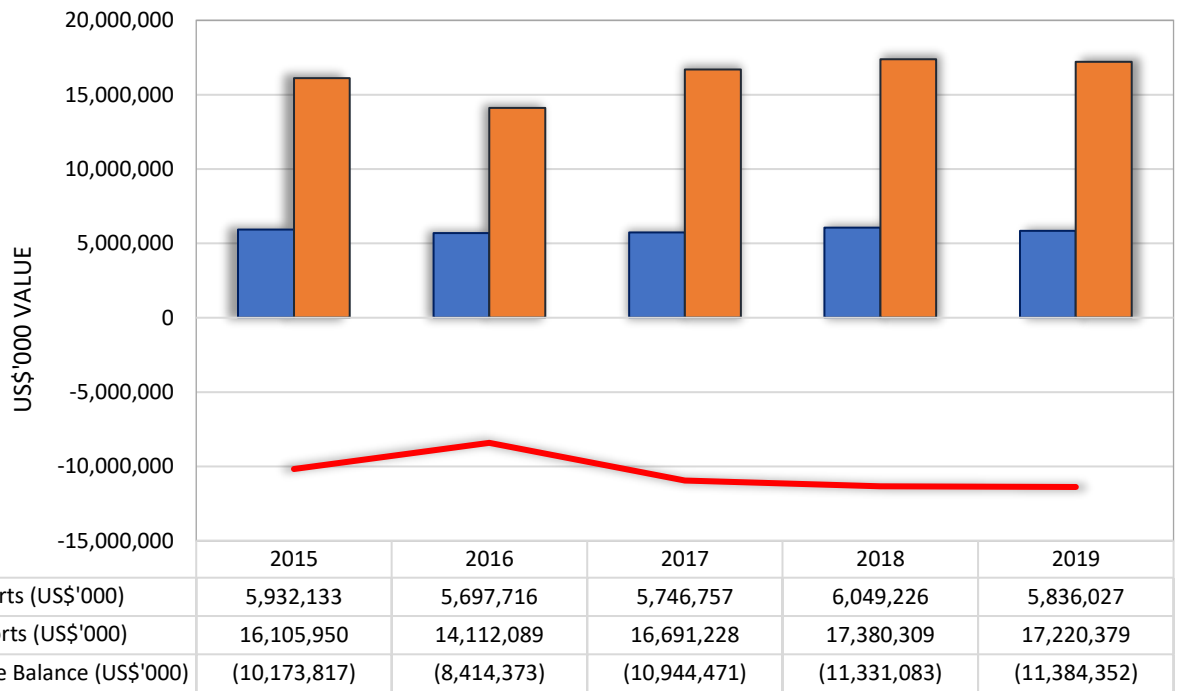


Total Population	51,393,010
Area	580,367 km <sup>2</sup>
Time Zone	(GMT+3)
Capital City	Nairobi
International Telephone Code	+254
Currency	Shilling (KES)
Exchange Rate	1 USD = 108.497 KES
GDP	US\$ 87.9 Billion
GDP per capita	US\$ 1,710.51
GDP Growth Rate	6.3%
Ease of Doing Business ( <i>World Bank 2020</i> )	56/190
Inflation Rate	5.1%
Language	English and Swahili. Other regional tribes are Kikuyu, Luhya, Luo, Meru, Kalenjin and Kamba
International Participation	Common Market for Eastern and Southern Africa (COMESA), African Union, World Trade Organisation (WTO), East African community (EAC), International Conference on the Great Lakes Region (ICGLR), Intergovernmental Authority on Development (IGAD) and Indian Ocean Rim Association (IORA).

## Cities and Population

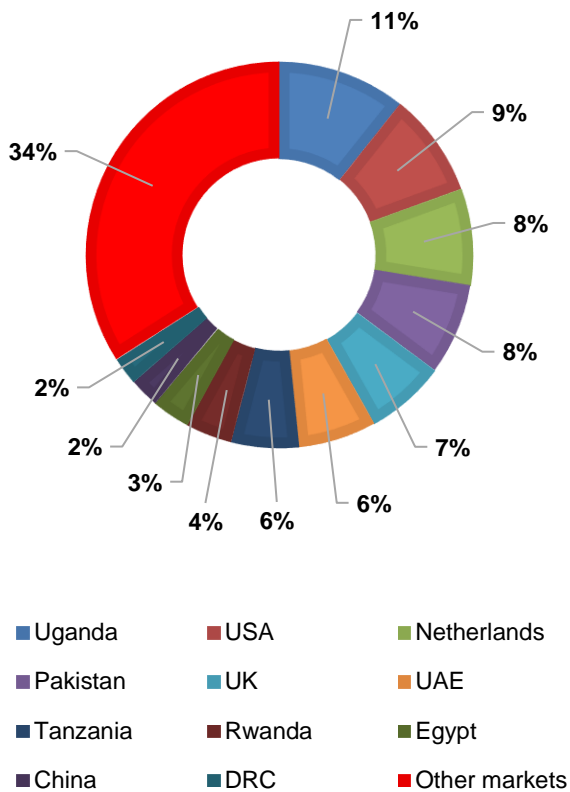
City	Population
Nairobi	2,750,547
Mombasa	799,668
Nakuru	259,903
Eldoret	218,446
Kisumu	216,479
Thika	200,000
Malindi	118,265
Kitale	75,123
Garissa	67,861
Kakamega	63,426

## Kenya's Trade with the World



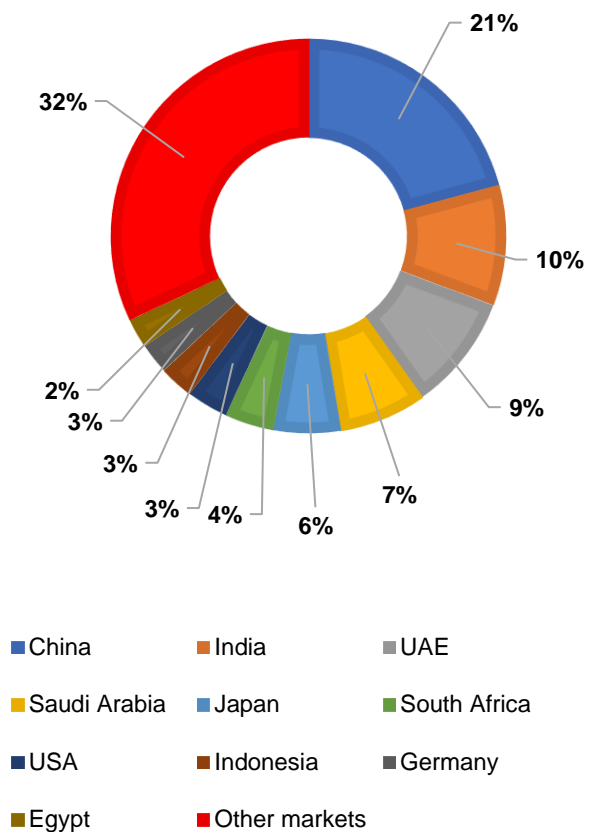
Source: Trademap

## Kenya's Major Export Destinations



Source: Trademap

## Kenya's Major Import Sources



Source: Trademap

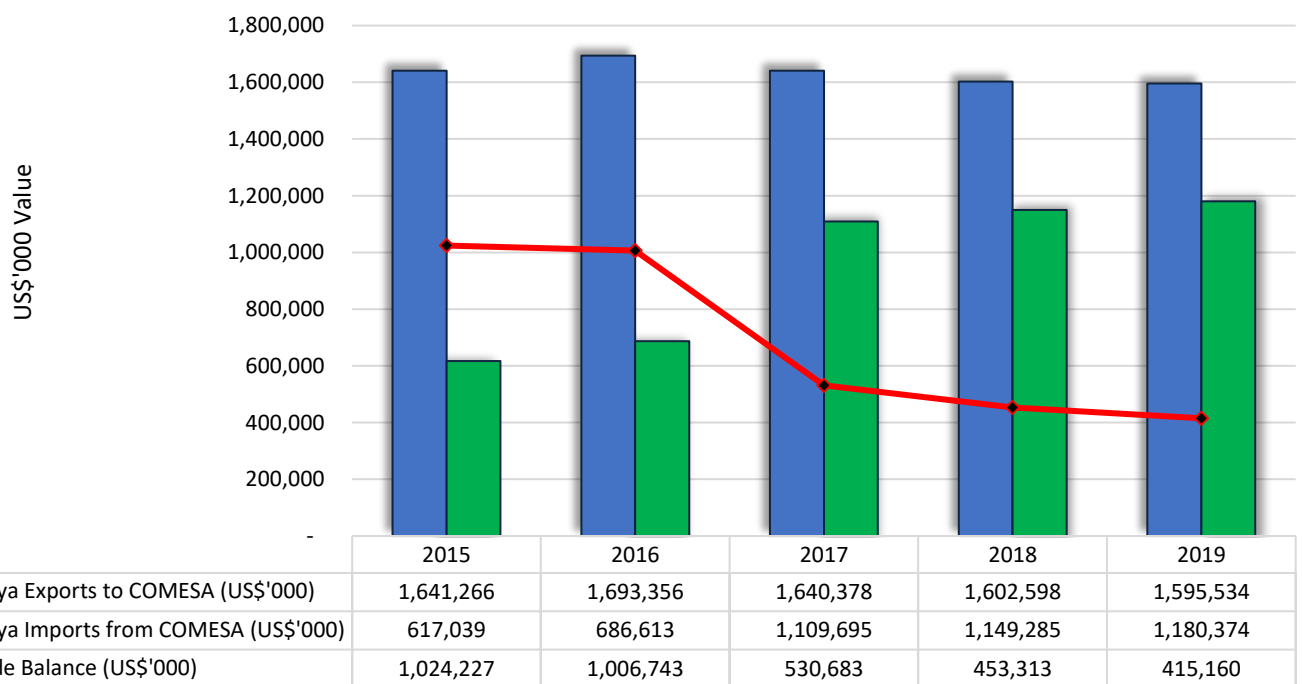
## Kenya's Major Export Products

- Black fermented tea
- Fresh cut roses
- Medium oils and preparations, of petroleum
- Coffee (excluding roasted and decaffeinated)
- Titanium ores and concentrates
- Fresh or dried avocados
- Medicaments
- Fresh cut flowers
- Fresh or dried macadamia nuts, shelled
- Men's or boys' trousers
- Cigarettes, containing tobacco
- Disodium carbonate
- Pineapples
- Crude palm oil
- Unrooted cuttings and slips
- Flat products of iron or non-alloy steel
- Fresh or chilled vegetables
- Fresh, chilled or frozen meat of goats
- Soap
- Zirconium ores and concentrates
- Fresh or chilled beans

## Kenya's Major Import Products

- Medium oils
- Light oils and preparations, of petroleum
- Wheat and meslin
- Crude palm oil
- Medicaments
- Flat-rolled products of iron or non-alloy steel
- Motor cars and other motor vehicles principally designed for the transport of persons ...
- Semi-milled or wholly milled rice
- Semi-finished products of iron or non-alloy steel
- Worn clothing and clothing accessories, blankets
- Dredgers
- Butanes, liquefied
- Raw cane sugar, in solid form
- Motorcycles
- Cane or beet sugar

## COMESA-Kenya Trade



Source: ITC Trademap

## Kenya's Major Exports to COMESA

- Tea (flavoured and unflavoured)
- Palm oil and its fractions
- Cigarettes of tobacco
- Flat-rolled products of iron or non-alloy steel
- Medicaments
- Petroleum oils (excluding crude)
- Sugar confectionery
- Packaging materials - plastic and paper
- Salts, incl. table salt and denatured salt
- Food preparations
- Soap

## Kenya's Major Imports to COMESA

- Cane or beet sugar
- Milk and cream, not concentrated
- Mixtures of odoriferous substances and mixtures, incl. alcoholic solutions
- Unmanufactured tobacco
- Toilet or facial tissue stock, towel or napkin stock
- Sanitary towels (pads) and tampons
- Grain sorghum
- Monitors and projectors
- Milk and cream, concentrated or containing added sugar r
- Petroleum oils (excluding crude)
- Organic surface-active agents (excluding soap)
- Oilcake and other solid residues

## International Markets that Kenya can target and supply

According to Export Potential Map, the markets with greatest potential for Kenya's exports of all products are Netherlands, United States of America and Pakistan.

	Market	Products with potential
1)	Netherlands	<ul style="list-style-type: none"> <li>• Cut flowers &amp; buds, fresh</li> <li>• Avocados, fresh or dried</li> <li>• Unrooted cuttings &amp; slips</li> </ul>
2)	United States of America	<ul style="list-style-type: none"> <li>• Black tea, packings</li> <li>• Cut flowers &amp; buds, fresh</li> <li>• Coffee, not roasted, not decaffeinated.</li> </ul>
3)	Pakistan	<ul style="list-style-type: none"> <li>• Black tea, packings</li> <li>• Nuts</li> <li>• Palm oil (excl crude) &amp; fractions</li> </ul>
4)	Uganda	<ul style="list-style-type: none"> <li>• Portland cement,</li> <li>• Flat products of iron or non-alloy steel</li> <li>• Flat-rolled products of iron or non-alloy steel.</li> </ul>

## Important Contacts

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### **Kenya Export Promotion Council**

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