

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Required Report - public distribution

**Date:** 12/18/2014

**GAIN Report Number:**

## Kenya

### Exporter Guide

#### 2014 Exporter Guide

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**Report Highlights:**

Kenya's fast growing middle class, rapid urbanization, an expanding modern food retail and food service sectors continue to drive demand for high-value consumer-oriented products. As a result, FAS/Nairobi projects Kenya's consumer-oriented food imports including edible fish and seafood products to reach \$300 million in 2014. The best product prospects for U.S. exporters include tree nuts (almonds and pistachios), pasta, sauces, mixed condiments and seasonings, dried fruits, wine, and pet food.

## **SECTION I. MARKET OVERVIEW**

### **Economic Situation**

Kenya remains an economic powerhouse in the East African region, and the fifth largest in Sub-Saharan Africa with Gross Domestic Product (GDP) estimated at \$55.2 billion (2013). The Economic Intelligence Unit (EIU) estimates real GDP to grow by 5.2 percent in 2014, and quicken to 5.7 percent in 2015. EIU also projects an annual average economic growth rate of 5.9 percent in 2015-to-2019, and 5.5 percent from 2021 to 2030. Ongoing investment in infrastructure development, increased regional trade within the East African Community (EAC), large irrigation projects, and strong consumer demand are the key factors driving economic growth. Ongoing discovery of oil deposits also lifts up growth prospects by opening new investments and business opportunities.

Kenya is a net importer of agricultural commodities and food products. Value of agricultural exports to Kenya increased at annual average rate of five percent between 2009 and 2013 calendar years. In the past three calendar years, 2011, 2012, and 2013 agricultural, fish, and forestry products imports averaged \$2 billion of which products worth \$250 million comprised of high-value consumer foods and beverages, with the United States supplying food products worth \$10 million. Limitations in Kenya's agro processing sector, a fast growing middle class and population, an expanding food service and modern food retail sector, offers U.S. exporters' opportunities to tap into Kenya's agricultural food market.

In addition, Kenya is a gateway to East Africa and a trade hub. It offers easy connections to other countries, has a relatively highly skilled work force, and is a financial hub. Many regional importers and retailers are based in Nairobi and Mombasa.

However, Kenya continues to grapple with several challenges that slow economic growth and development:

- Security risks associated with terrorism and general crime;
- Inadequate/weak infrastructure;
- Corruption (ranked 145 globally out of 175 countries);
- High cost of energy/power;
- Inadequate water due to recurrent droughts (which affects agricultural production, hydroelectric capacity, and manufacturing); and
- Limited and weak internet connectivity.

The following table and narrative summarizes Kenya's key economic trends and agricultural products imports:

<b>Economic Trends</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014<sup>E</sup></b>	<b>2015<sup>F</sup></b>
Population (million) <sup>1</sup>	42.0	43.2	44.4	45.5	46.7
Population Growth Rate (%) <sup>1</sup>	2.46	2.46	2.46	2.36	2.32
Formal Sector Employment (million) <sup>2</sup>	2.08	2.16	2.27	2.30	2.40
Informal Sector Employment (million) <sup>2</sup>	12.12	12.78	13.52	14.00	14.50
Public Sector Employment ('000s) <sup>2</sup>	643	662	688	700	720
Nominal Gross Domestic Product (GDP) (in million USD) <sup>1</sup>	41,955	50,333	55,241	60,648	65,805
GDP per capita (US\$ at PPP) <sup>1</sup>	2,585	2,736	2,837	2,951	3,096

GDP growth rate (%) <sup>1</sup>	6.1	4.5	5.7	5.2	5.7
Inflation (%) <sup>2</sup>	19.0	3.2	7.2	6.0	6.0
Exchange Rate (Kshs/USD) <sup>1</sup>	85.07	86.00	86.31	89.08	92.50
<b>Agricultural Products Imports</b>					
Total Agricultural Products Imports from the World (in million USD) <sup>3</sup>	1,979	2,036	1,921	2,180	2,300
Total Agricultural Products Imports from the United States (in million USD) <sup>3</sup>	81	62	66	70	75
Total Agricultural, Fish & Forestry Imports from the United States in million USD) <sup>3</sup>	84	66	67	70	72
Total Import of Consumer-oriented foods and Edible Fishery Products from the World (in million USD) <sup>3</sup>	239	281	266	300	310
Total Imports of Consumer-oriented foods and Edible Fishery Products from the United States(in million USD) <sup>3</sup>	10	17	10	12	14

**Data Sources:** <sup>1</sup>Economist Intelligence Unit/IMF, International Financial Statistics, <sup>2</sup>Economic Survey, 2014, <sup>3</sup>Global Trade Atlas (GTA), and <sup>E,F</sup>FAS/Nairobi Estimates

Relatively high inflation and a weakening Kenyan Shilling (Ksh) will contribute to the relatively slow growth during CY 2014. The Kenyan Shilling may continue to depreciate due to a mix of internal and external through early 2015.

### **Key Demographics**

Kenya's urban population remains the largest consumer market of high value consumer-oriented foods. Nairobi, the capital city of Kenya with the largest population estimated at 3.5 million, had the biggest consumer expenditure in 2013, at \$14.4 billion 39.9 percent of Kenya's total spending, and projected to reach \$16.1 billion in 2014, according to Euromonitor International (2013). Nairobi's high concentration of consumers, combined with the city's commercial might, makes it the dominant consumer market. Other urban consumer markets include Mombasa, Kisumu, Nakuru and Eldoret.

Following table summarizes Kenya's urban population by age groups, 2008-2013.

	2008	2009	2010	2011	2012	2013
Urban population (million)	8.84	9.24	9.65	10.08	10.53	11.00
Population aged 0-14 (%)	42.6	42.6	42.6	42.5	42.4	42.2
Urban population (%)	22.8	23.2	23.6	24	24.4	24.8
Population aged 15-64 (%)	54.7	54.8	54.8	54.9	55	55.1
Population aged 65+ (%)	2.6	2.6	2.6	2.6	2.6	2.7
Male population (%)	49.9	49.9	49.9	49.9	49.9	49.9
Female population (%)	50.1	50.1	50.1	50.1	50.1	50.1

**Data Source:** Euromonitor International, 2014

Kenyan importers will continue to purchase more from abroad to meet increasing consumer demand. In addition, Kenyan local production of consumer-ready products will increase. Kenyan importers currently source about 60 percent of consumer-oriented food products from South Africa, Uganda,

Egypt and Europe. The price sensitivity and competition from new local suppliers have resulted in fluctuations of imports from the United States, but we project the trend will continue upward.

Best consumer-oriented product prospects include almonds, pasta, prunes, dates, sauces and condiments, wine and beer. See Section IV for a detailed analysis.

**Advantages and challenges facing U.S. food products in Kenya**

<b>Advantages</b>	<b>Challenges</b>
Kenya's geographical location in East Africa and membership in *EAC and **COMESA make it a major gateway for trade in the east and central African regions.	Stiff competition from South Africa, Egypt, Europe, India, China. Also, EAC and COMESA Member States with zero import duty.
U.S. food products are associated with high quality and have a positive image in the Kenyan (and East African) market.	The current import ban on genetically engineering foods and their derivatives excludes U.S. food-ingredients such as soy protein isolates from the Kenyan market.
Kenya's vibrant private sector and increasing consumer spending. Kenya has progressive and experienced entrepreneurs, thriving sales through established and informal market channels, strong interest in business innovation, product development and a desire to network, form linkages, and alliances with U.S. businesses.	Kenyan consumers, importers, retailers and processors are not aware of the wide range of U.S. agricultural and food products. Likewise, U.S. exporters have limited knowledge of the Kenyan/East African market and its potential.
Kenya has an expanding modern food retail sector, food service sector, and food processing sector driven by a growing middle class with higher disposable incomes. In addition, there exists a significant expatriate community and a rapidly growing urban population.	Relative proximity of South Africa and Europe to the East African market.
An emerging eating out culture by Kenya's middle class is driving growth in fast food outlets, restaurants and coffee shops.	Competition from locally produced goods through the "Buy Kenya, Build Kenya" campaign drive by Kenya Association of Manufacturers.
Imports enter the Kenyan market with minimum complication once they are accompanied by a Certificate of Conformity (CoC) issued by either the Société Générale de Surveillance (SGS) or Intertek International Ltd.	

\*East African Community (EAC); \*\*Common market for Eastern and Southern Africa (COMESA)

**SECTION II. EXPORTER BUSINESS TIPS**

**Local Business Customs**

The principles of customary business courtesy, especially replying promptly to request for price quotations and orders, are a prerequisite for export success.

In general, Kenyan business executives are relatively informal and open. The use of first or surname name at an early stage of a business relationship is acceptable. Friendship and mutual trust are highly valued and once this trust is earned, a productive working relationship can be expected.

Business gifts are not common but business entertainment like lunches, golf, and cocktails are common courtesies during major deals and agreements. Kenyan businessmen appreciate quality and service and are ready to pay extra if convinced of a product's overall superiority. The market is still somewhat price sensitive, so, care must be taken to assure that the delivery dates are closely maintained and that after-sales service is promptly honored with higher value purchases. While there are numerous factors that may interfere with prompt shipment, the U.S. exporter should allow for additional shipping time to Kenya and ensure the Kenyan buyer is continuously updated on changes in shipping schedules and routing. It is better to quote a later delivery date that can be guaranteed than an earlier one that is not completely certain. Since Kenyan importers generally do a lower volume of business than the U.S. exporters, U.S. exporters should be ready to sell smaller lots than is the custom in the United States.

The U.S. exporter should maintain close liaison with the importer to exchange information and ideas. The importer should serve as a good source of market information and as appraiser of product market acceptance. In most instances, mail, fax or telephone call are sufficient but understanding developed through periodic personal visits is the best way to keep the importers apprised of new developments and to resolve problems quickly. As is the case in most markets, vigorous and sustained promotion is often needed to launch new products.

### **General Consumer Tastes and Preferences**

High-end consumer has become more sophisticated demanding quality and exceptional service. Compared to the low-end consumer whose buying decisions are price-based, the high-end consumer's buying decision is to an extent driven by brand awareness. With the anticipated modest growth in the economy, consumer spending is expected to increase.

Kenyan food retailers stock a wide range of products to meet a diverse set of consumer tastes and preferences. Consumers can't always depend on a particular imported brand to be available in the supermarkets and must be flexible to stock up or try other, similar products. Many products known in the United States under brands from companies like Kraft Foods, Heinz, Post and Betty Crocker are sometimes available in the Kenyan marketplace, even though the product may have been produced outside the United States and with non-U.S. food ingredients. However, other brands that use 100 percent U.S. products such as American Garden have penetrated Kenya's modern food retailing market, and have significant market share in certain food categories like peanut butter and condiments.

### **Food Standards and Regulations**

The main regulatory agencies for imported food products include Kenya Bureau of Standards (KEBS), Kenya Plant Health Inspectorate Service (KEPHIS), National Biosafety Authority (NBA), Department of Veterinary Services (DVS), and Department of Public Health (DPH).

Please refer to the latest FAS/Nairobi's Food and Agricultural Import Regulations (FAIRS) Country report for more information.

### **General Import and Inspection Procedures**

The Government of Kenya (GOK) facilitates the importation of consumer-oriented products through a Certificate of Conformity. To obtain a CoC, an imported product must satisfy Kenyan import requirements, as evaluated by the Société Générale of Surveillance (SGS) or Intertek International Ltd. Once SGS or Intertek has issued a CoC, the importer may present the CoC to the Kenya Bureau of Standards (KEBS) for clearance of the goods and to receive the Import Standardization Mark, a stick-on-label to be affixed to each retail item imported.

The GOK has implemented mandatory labeling of all food containing or derived from genetically modified organisms (GM). GOK officials close to the regulation indicate that Kenyans have a “right to know,” even though they cannot point to any nutritional, allergenic, taste, or physical difference in the GM and non-GM products.

### ***Import Procedures***

Effective January 2005, the East African Community (EAC) adapted a three-tier system for assessing import duties: raw materials at 0%, processed or manufactured inputs at 10%, and finished products at 25%. However, a number of food items are considered sensitive ( Schedule 2 Category in the EAC Common External Tariff Book), and are subject to higher import duties. These include powdered milk and dairy products (60%), corn (50%), rice (75%), wheat (35%), wheat flour (60%) and sugar (100%).

In addition to import duty, are the following charges on the Cost, Insurance, and Freight (CIF) value:

- 2.25% -- Import Declaration Fee (IDF);
- 1.5% -- Railway Development Levy (RDL); and
- Other Port Handling Charges depending on the commodity and/or food item and the quantity imported.

In addition is a 16% Value Added Tax (VAT); and 7% Excise Duty levied on fruit juices, syrups, mineral water, wines, and spirits.

### ***Pre-Shipment Documents***

- Plant Import Permit (PIP) for bulk commodities issued by the Kenya Plant Health Inspectorate Service (KEPHIS). The PIP form can be found at <http://www.kephis.org/online-forms-mainmenu-38.html>
- Import Declaration Form (IDF) issued by the Kenya Revenue Authority (KRA) found at [http://www.revenue.go.ke/customs/pdf/Import\\_Declaration\\_Fee\\_%20FORM.pdf](http://www.revenue.go.ke/customs/pdf/Import_Declaration_Fee_%20FORM.pdf)

### ***Post-Shipment Documents***

- Certificate of Conformity (CoC)
- Phytosanitary Certificate (PC) containing the required Additional Declarations for bulk agricultural commodities (corn, wheat, pulses, rice, sorghum, barley, etc.).
- Non-Genetically Modified Organisms (GMO) Certificate
- Bill of Lading (three original B/L plus non-negotiable copies)
- Commercial Invoice
- Packing List
- Customs Entry Form
- Certificate of Origin
- Health Certificates ( Cleanliness, Weight, and Quality)

- Insurance Certificate

Other Documents requested depending on the agricultural commodity or food product:

- Fumigation Certificate
- Radiation Certificate
- Noxious Weed Certificate
- Free from Karnal Bunt Certificate

### **SECTION III. MARKET SECTOR STRUCTURE AND TRENDS**

With thousands of square feet malls coming up in Kenya's urban centers, food retailing sector is growing rapidly. The major supermarket chains include Nakumatt (the largest in terms of annual sales turnover), Tuskys, Uchumi, Naivas, Ukwala, and Chandarana.

Retailers entice customers into their stores through a variety of product promotions and convenience services including 24-hour operations, customer loyalty shopping cards, and special offers. Local producers and importers of consumer-oriented products have in-store promotions, billboards, brochures and/or flyers to advertise products.

Refer to Section IV for best high-value product prospects.

#### **Food Processing Sector**

U.S. suppliers of food ingredients may, from time-to-time, find opportunities in Kenya's food processing sector. Local ingredient production does not always meet the processing industry's demand, including for soy, corn, wheat and rice and their milled products. U.S. cooperators link Kenyan food processors with their members to supply the food ingredients. The market development activities by U.S. cooperators in Kenya and the East African region have increased the level of knowledge of U.S. food ingredients including soy-based products, U.S. wheat, U.S. peas, lentils, and dry beans.

#### **Hotels, Restaurants and Institutions (HRI)**

Kenya's consumer foodservice market is rapidly expanding, estimated at \$168 million in 2013, up 169 percent since 2008, according to Euromonitor International.

In the past three years, international fast food chain franchises, including America's Kentucky Fried Chicken (KFC), Naked Pizza Inc., and Subway Ltd. have been established in Kenya. Domino's Pizza and Cold Stone Creamery opened outlets in late 2014. KFC opened Kenya's first drive through outlet on December 1<sup>st</sup>, 2014, the fifth of its outlets in Nairobi, and plans to double this number in the next two years. Sandwich chain Subway has partnered with Vivo Energy Kenya, the company that distributes and markets Shell branded fuels and lubricants to open more Subway outlets in their gas stations, with the ultimate goal of increasing the number of outlets to 20. Domino's Pizza has two outlets while Cold Stone Creamery has three, all opened in December 2014 in Nairobi (Central Business District, Westlands and Gigiri). Both chains to open 16 franchised outlets in Kenya in the next two years in areas frequented by middle class shoppers. Other foreign-owned fast food outlets in Nairobi include Java House, Ocean Basket, Spurs and Innscor Kenya Ltd. Most of the food-service outlets source their food products locally especially the fresh produce, and limited processed products from importers and retailers such as ketchup, breakfast cereals, condiments, confectionery and nuts.

International hotels chains have also entered Kenya's hotel industry such as Best Western, Kempinski,

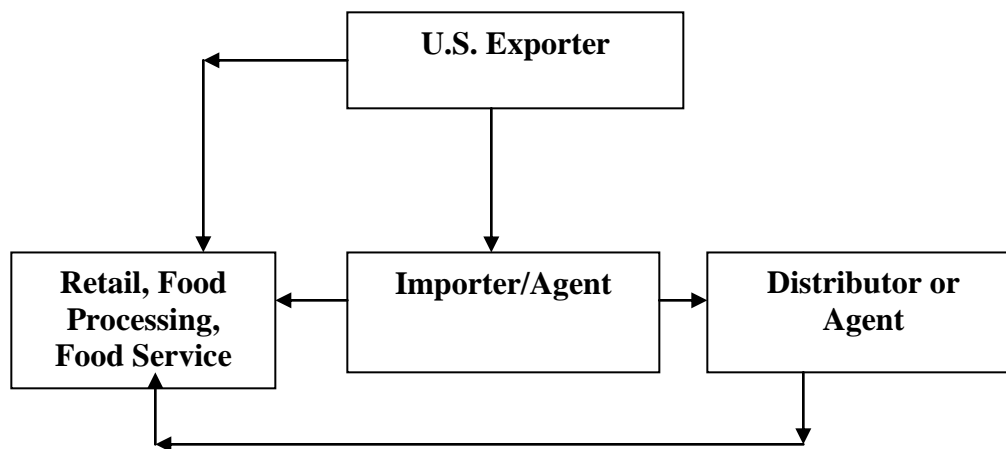
Marriot, Dusit International and Accor. Radisson Blu, a subsidiary of Carlson Rezidor plans to launch its first Kenyan hotel with 271 rooms in Nairobi’s Upper Hill area, in 2015. Nairobi’s prominence as a business and conferencing center is a key driver of this growth. An additional 1,437 hotel beds will be available in Nairobi within the next five years, according to Kenya’s Business Daily Newspaper.

**Distribution Channel:**

Most Kenyan food retailers and food service providers do not directly import U.S. food products but purchase them from local importers. Local importers usually source U.S. products from consolidators in the United States, United Arab Emirates (Dubai), South Africa and Europe; sometimes as a result of contacts established at trade shows such as the annual Gulfood Show held in Dubai. The importers then sell the goods directly to the food retailers, hotels and restaurants, and/or indirectly through appointed distributors/agents. U.S. food manufacturers and distribution companies do not generally have a direct presence in Kenya.

Kenyan food processors and importers collaborate with USDA cooperators including: the World Initiative for Soy in Human Health (WISHH); U.S. Dry Bean Council; USA Dry Pea and Lentil Council; American Peanut Council; U.S. Wheat Associates; and, the U.S. Grains Council to develop market for U.S. food ingredients. Market development activities include in-country technical seminars, trade servicing visits and short-term specialized training in the United States.

The following chart summarizes how U.S. food products reach Kenya’s retail, food service and food processing sectors:



**SECTION IV. BEST CONSUMER ORIENTED PRODUCT PROSPECTS**

Kenyan importers buy mixed-containers of U.S. food products listed here below. The listed products reached the highest U.S. export levels in the Kenyan market in 2013 calendar year.

**Consumer- Oriented Products Market – Calendar Year 2013**



<b>Product Category/HS Code</b>	<b><sup>1</sup>Market Size (Volume)** Metric Tons</b>	<b><sup>1</sup>Imports (2013)</b>	<b><sup>1</sup>5-Year Annual Import Growth (%) 2009-2013</b>	<b><sup>2</sup>Import Tariff Rate (%) 2013</b>	<b>Key Constraints Over Market Development</b>	<b>Market Attractiveness for USA</b>
Almonds <i>HS Code: 080212</i>	125	\$774,398	42	25	High landed costs	Strong growth potential
Jams, Fruit Jellies and Purees, Nut Paste <i>HS Code: 200799</i>	236	\$361,235	7	25	High landed costs	Good growth potential
Dates <i>HS Code: 080410</i>	2,803	\$1,613,497	16	25	High landed costs	Good growth potential
Pasta <i>HS Code: 190230</i>	7,873	\$7,497,200	27	25	High landed costs	Good growth potential
Prunes <i>HS Code: 081320</i>	6	\$26,857	7	25	High landed costs	Good growth potential
Processed Fruits and Vegetables	11,495	\$11,303,165	6	25	High landed costs	Good growth potential
Tomato Ketchup and other tomato sauces <i>HS Code: 210320</i>	605	\$817,387	6	25	No tariff preferences	Strong growth potential
Fruit and Vegetable Juices	5,749	\$4,654,690	7	25	No tariff preferences	Good growth potential
Sauces, mixed condiments and mixed seasonings <i>HS</i>	1,101	\$3,508,271	19	25	No tariff preferences	Good growth potential

<i>Code:210390</i>						
Wine & Beer	10,439,148 litres	\$19,728,539	14	25	High landed costs	Strong growth potential
Pet Food (Dog & Cat) <i>HS Code:230910</i>	1,348	\$1,818,609	14	25	High landed costs	Good growth potential

**Data Sources:** <sup>1</sup>Global Trade Atlas; <sup>2</sup>East Africa Community Tariff Book; \*\*Reflects import volumes only

### Food Ingredients Market – Calendar Year 2013

Product Category/ <i>HS Code</i>	<sup>1</sup> Market Size – 2013 (Volume) Metric Tons	<sup>1</sup> Imports (2013) (\$1,000)	<sup>1</sup> 5-Year Annual Import Growth (%) (2009-2013)	<sup>2</sup> Import Tariff Rate (%) (2013)	Key Constraints Over Market Development	Market Attractiveness for USA
Protein Concentrates and Textured Protein Substances  <i>HS Code: 210610</i>	562	\$1,281	17	10	Competition from low-cost suppliers such as China and South Africa	U.S. ingredients are considered high quality
Wheat  <i>HS Code:100190</i>	716,088	\$251,781	8	10	Competition from low cost suppliers of hard wheat ( Argentina, Russia, and Ukraine)	U.S. Spring wheat considered high quality and used for blending with cheaper wheat

**Data Sources:** <sup>1</sup>Global Trade Atlas and <sup>2</sup>East Africa Community Tariff Book

### SECTION V. KEY CONTACTS AND FURTHER INFORMATION

#### **Office of Agricultural Affairs, Embassy of the United States of America**

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Website: [www.fas.usda.gov/itp/Kenya/Nairobi.asp](http://www.fas.usda.gov/itp/Kenya/Nairobi.asp)

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Email: [office.nairobi@trade.gov](mailto:office.nairobi@trade.gov)  
Website: [www.buyusa.gov/kenya](http://www.buyusa.gov/kenya)

**Kenya Bureau of Standards (KEBS)**

P.O. Box 54974 Nairobi, Kenya  
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Email: [info@kebs.org](mailto:info@kebs.org)  
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The National Treasury  
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Website: [www.revenue.go.ke](http://www.revenue.go.ke) and [www.kra.go.ke](http://www.kra.go.ke)

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**APPENDIX – STATISTICS**

**KEY TRADE AND DEMOGRAPHIC INFORMATION**

Agricultural Imports From All Countries (\$Mil)/U.S. Market Share(%) <sup>1</sup>	\$1,921/3.4%
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%) <sup>1</sup>	\$251/2.9%
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%) <sup>1</sup>	\$15/0%
Total Population(Millions)/Annual Growth Rate (%) – 2013 <sup>2</sup>	44.4/2.46%
Urban Population (Millions)/Annual Growth Rate (%) -2013 <sup>2</sup>	11/4.36%
Number of Major Metropolitan Areas**	5
Size of Middle Class (Millions)/Growth Rate - 2011(%) <sup>3</sup>	6.7/5%
Per Capita Gross Domestic Product -2013 PPP (US\$) <sup>2</sup>	2,837
Unemployment Rate (%) -2013 <sup>2</sup>	36.6%
Consumer Expenditure on Food and Non-Alcoholic Beverages(\$ Million) /Growth rate 2012-2013 <sup>2</sup>	22,026/11.7
Labor Force participation, adult female -2013 <sup>2</sup>	47%
Exchange Rate (US\$1= Kshs) <sup>2</sup> 2013	1/86.31

**Data Sources:** <sup>1</sup>Global Trade Atlas Data; <sup>2</sup>Euromonitor International; <sup>3</sup>African Development Bank Report  
\*\*Metropolitan area=Population of at least 1 million: Nairobi, Mombasa, Kisumu, Nakuru, and Eldoret

**KENYA'S IMPORTS OF CONSUMER-ORIENTED FOOD PRODUCTS AND EDIBLE FISH AND SEAFOOD (\$1,000)**

Product	Imports from the World (\$1,000)			Imports from the U.S. (\$1,000)			U.S. Market Share (%)		
	2011	2012	2013	2011	2012	2013	2011	2012	2013
Tree Nuts	2,496	1,371	1,668	548	566	738	22	41	44
Processed Fruits &Vegetables	19,903	27,086	11,303	238	260	262	1	1	2
Fruit & Vegetable Juices	4,350	5,590	4,655	6	109	4	0	2	0
Breakfast Cereals/Pancake Mix Group	5,743	4,679	10,253	3,089	1,100	29	54	23	0
Snack Foods	19,272	16,878	18,010	96	97	81	1	1	0.5
Dairy Products (Excl. Cheese)	21,288	23,716	25,727	8	5	0	0	0	0
Wine & Beer	19,638	21,324	19,729	191	200	59	1	1	0
Jams, Fruit Jellies and Purees, Nut Pastes	251	357	361	5	1	1	2	0	2
Dates	1,364	1,675	1,614	0	0	0	0	0	0
Pasta	4,780	8,130	7,497	0	0	0	0	0	0
Prunes	27	28	27	0	0	0	0	0	0
Tomato Ketchup and other tomato sauces	570	769	817	55	67	107	10	9	13
Sauces mixed condiments, and mixed seasonings	1,670	3,569	3,508	357	474	421	21	13	12
Pet Food (Dog & Cat)	1,556	1,817	1,819	0	0	0	0	0	0
Other Consumer- oriented Foods	100,039	129,010	117,609	4,527	10,276	5,783	5	8	5
Total Consumer- Oriented Foods	227,452	269,071	224,597	8,762	15,061	7,485	4	6	3
Total Fish and Seafood Products	11,444	12,012	14,758	1	2	3	0	0	0
<b>Grand Total</b>	<b>587,630</b>	<b>609,133</b>	<b>239,355</b>	<b>19,797</b>	<b>32,226</b>	<b>7,488</b>	<b>3</b>	<b>5</b>	<b>3</b>

**Data Source:** Global Trade Atlas (GTA)

**KENYA'S TOP OVER 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**

Partner Country	United States Dollars (\$1,000)				
	2011	2012	2013	2014 <sup>E</sup>	2015 <sup>F</sup>
South Africa	26,389	30,413	33,084	37,000	40,000
Uganda	19,409	26,885	32,771	40,000	46,000
Italy	10,273	27,632	22,205	32,000	38,000

France	15,182	24,876	19,302	24,000	26,000
Egypt	12,757	15,415	15,096	17,000	18,000
Netherlands	14,074	11,969	13,348	12,000	13,000
Denmark	14,766	9,169	13,151	11,000	11,500
India	6,571	8,896	10,839	13,000	15,000
United Kingdom	7,169	10,879	8,055	10,000	11,000
United States	8,762	15,061	7,201	9,000	9,500
Germany	10,417	5,209	7,036	4,000	2,000
Belgium	2,309	8,104	6,574	10,000	12,000
Spain	2,597	3,060	6,303	8,000	10,000
China	5,069	6,090	6,017	7,000	7,200
Brazil	4,456	3,392	5,217	5,000	6,000
United Arab Emirates	2,894	4,839	4,866	6,000	7,000
Turkey	2,650	5,048	4,562	6,000	7,000
Tanzania	9,744	8,271	4,271	2,000	2,500
<b>Others</b>	<b>51,963</b>	<b>43,864</b>	<b>31,131</b>	<b>21,500</b>	<b>11,000</b>
<b>World</b>	<b>227,451</b>	<b>269,072</b>	<b>251,029</b>	<b>274, 500</b>	<b>292,700</b>

**Data Source:** GTA

#### **KENYA'S TOP 15 SUPPLIERS OF EDIBLE FISH AND SEAFOOD**

Partner Country	United States Dollars (\$1,000)				
	2011	2012	2013	2014 <sup>E</sup>	2015 <sup>F</sup>
China	797	835	2,987	3,700	4,800
Seychelles	5,165	3,931	2,890	1,700	580
Tanzania	403	1,771	1,667	2,500	3,200
Philippines	0	88	1,070	1,500	2,000
Korea South	559	626	861	1000	1,100
Japan	794	1,082	732	800	800
Yemen	219	544	724	1,000	1,250
Thailand	301	368	702	900	1,100
Cote d Ivoire	0	0	697	930	800
India	194	306	499	640	800
Vietnam	118	823	463	800	1000
Uganda	111	101	417	500	700
United Kingdom	261	251	206	200	200
Norway	179	163	189	200	200
Hong Kong	0	0	119	160	200
<b>Others</b>	<b>2,341</b>	<b>1,124</b>	<b>535</b>	<b>400</b>	<b>1,000</b>
<b>World</b>	<b>11,442</b>	<b>12,013</b>	<b>14,758</b>	<b>16,930</b>	<b>19,730</b>

**Data Source:** GTA

