

# Tradealert

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## Markets With Potential For Kenya's Exports Of Textiles And Apparels

Kenya's textile and apparel industry plays an important role in the country's economy, providing jobs and income for many of its citizens. The industry is primarily focused on the production of clothing and textiles for export, with major markets including the United States, United Kingdom, and European Union. Kenya's textile and apparel industry has been growing in recent years, with a focus on increasing productivity and improving the quality of products. The government has implemented several initiatives to support the growth of the industry, such as providing tax incentives for textile and apparel manufacturers and investing in infrastructure to improve the efficiency of transportation and logistics.

The textiles and apparel sector has been identified as a priority sector by the Kenyan Government under the Bottom-up Economic Transformation Agenda. The sector is a key foreign exchange

earner for the country with the value of exports of textiles and apparel averaging approximately Kshs 40 billion in the last five years (2018-2022). In 2022, the sector contributed Kshs 47.3 billion and was the third in export earnings after tea and coffee respectively.

The markets with potential for Kenya's textile and apparels export products include but not limited to the following countries;

- USA
- Germany
- Italy
- Netherlands
- The AfCFTA- DRC Congo, South Sudan, Nigeria among others.

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