

Tradealert

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Tea packaging (value addition) of Kenya tea

Tea is the leading foreign exchange earner for the country, accounting for about 20.9% of total domestic export earnings and 1.2% of GDP. In 2022, the tea industry earned the country Ksh.163.3 billion (approximately 1.36 billion USD) in export earnings, playing a pivotal role in the socio-economic development of Kenya. The industry supports over 6 million people directly and indirectly, making it one of the leading sources of livelihood in the country. However, its full potential has not been fully optimized due to low levels of value addition and product diversification.

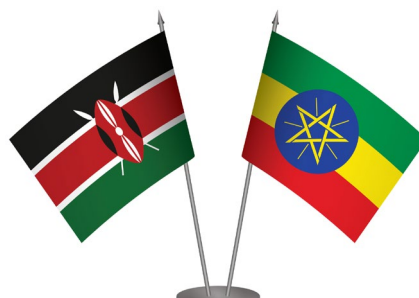
In the global tea trade context, value addition refers to the processing of tea bought at auction in bulk form into products sold at the retail market through branding, packaging in consumer packs (varying in sizes and materials), and product diversification and extension (e.g., flavoring), which have higher value than bulk form.

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KENYA - ETHIOPIA TRADE BRIEF



UPCOMING EVENTS

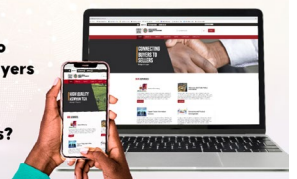


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