



KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY

# Tradealert

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## Tea Sector Performance in Kenya's Economic Growth 2023

The tea sector continues to significantly contribute to the Kenyan economy through employment creation for sizeable population and increased export earnings. The total quantity of tea produced increased to 570.3 thousand tonnes in 2023 from 535.0 thousand tonnes in 2022.

According to the recently published export growth report, the total export volume in 2023 increased by 16% (72.58 million Kgs), rising from 450.33 million Kgs in 2022 to 522.92 million Kgs. Due to the increased export volume, a favourable exchange rate to the USD, and stable prices, export earnings from tea reached a record Kshs. 180.57 billion, up from Kshs. 138.09 billion the previous year. This represents a 31% increase in the value of exports (Kshs. 42.48 billion) and is the highest earnings ever recorded by the tea industry.

However, the product registered lower export unit prices in dollar terms, dropping to USD 2.47 per Kg from USD 2.62 in the previous year. Nevertheless, due to a favourable exchange rate of

USD 139.85 compared to USD 117.87 the previous year, the unit price in Kenyan shillings was higher at Kshs. 345.32 compared to Kshs. 306.64 in the previous year.

Bulk tea exports remained the leading export model, with traditional markets standing out as the primary destinations. Pakistan maintained its position as the leading export destination for Kenyan tea, importing 209.59 million Kgs, a 15% increase compared to 181.98 million Kgs in 2022. This accounted for 40% of the total export volume, valued at Kshs. 75.22 billion.

In 2023, Kenyan tea was shipped to ninety-two (92) export destinations, compared to eighty-two (82) in 2022. Pakistan, as mentioned earlier, remained the leading importer, followed by Egypt with an import volume of 65.89 million Kgs worth Kshs. 22.05 billion. Other notable importers included the UK (46.14 million Kgs valued at Kshs. 14.67 billion), UAE (28.61 million Kgs valued at Kshs. 10.15 billion),...

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## UPCOMING EVENTS

### Dar es Salaam International Trade Fair (DITF)

The 48th edition of the Dar es Salaam International Fair (DITF) will be held from June 28 to July 13, 2024, in Dar es Salaam, Tanzania.



28TH JUNE - 13 JULY, 2024

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## EMERGING TRENDS

### India - Africa Trade Brief

