



KENYA EXPORT
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Tradealert

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Horticulture Sector in Kenya

Horticulture, encompassing the cultivation of fruits, vegetables, flowers, and other plants, is a significant sector in Kenya. The country is a major producer for both domestic and international markets, with horticultural exports reaching 430.2 tonnes in 2023, a 9.9% increase from the previous year.

This industry is a crucial driver of Kenya's economy, generating approximately USD 1.2 billion annually in foreign exchange. Over 80% of horticultural products are produced by smallholder

farmers, many of whom supply produce to exporters or fresh produce traders.

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