

# Tradealert

A BI-WEEKLY EXPORT TRADE BULLETIN

A publication by Kenya Export Promotion & Branding Agency

Issue 8, 2024/25



## Export And Branding Updates For The Textiles And Apparels Industry

As global markets evolve, the textiles and apparels industry is witnessing significant shifts in export opportunities and branding strategies. For businesses aiming to thrive in this competitive sector, staying informed on the latest trends and updates is crucial.

### 1. EXPORT MARKET TRENDS

- Sustainability in Demand:** International markets, particularly in Europe and North America, are increasingly prioritizing sustainable and ethically sourced textiles. Consumers are demanding transparency in production processes, including the use of organic materials, fair labor practices, and eco-friendly packaging. Exporters from emerging markets, including Africa, must focus on building supply chains that emphasize these elements to remain competitive.
- E-commerce and Digital Trade:** The rise of e-commerce has revolutionized how textiles are

sold globally. For exporters, digital platforms are essential in reaching new markets without the constraints of physical storefronts. Major online retailers, such as Amazon, ASOS, and Alibaba, offer opportunities for small and medium-sized enterprises (SMEs) to showcase their products to a global audience. To succeed, exporters should invest in building strong online presences and leveraging digital marketing tools to enhance visibility.

- Tariff Changes and Trade Agreements:** Exporters should monitor trade agreements and tariff changes that may impact market access. For instance, post-Brexit, the UK introduced new trade policies, creating both opportunities and challenges for exporters. Understanding market-specific regulations, certifications, and compliance standards is crucial for smooth trade operations.

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### EMERGING TRENDS



[Closing of the avocado export season in Kenya for the year 2024/2025](#)



[Enhancing Intra-Regional Export Trade: The African Trade Observatory.](#)



[Impact Of Global Economic Trends On Kenya Exports](#)