



KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY

# Tradealert

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## Floriculture Sector in Kenya

Kenya plays a key role in the global flower market as the fourth-largest exporter of cut flowers, following the Netherlands, Colombia, and Ecuador. In 2023, Kenya accounted for approximately 6.3% of the global market share for cut flowers and flower buds. The country's floriculture sector continues to expand, demonstrating significant growth potential.

Total flower exports were valued at USD 667.53 million in 2023, reflecting a 6.2% increase compared to 2022. Kenya's primary export markets for cut flowers and buds in 2023 included the Netherlands, the United Kingdom, Saudi Arabia, Kazakhstan, and Germany.

Kenyan flowers are primarily cultivated in regions such as Lake Naivasha, Mt. Kenya, Nairobi, Thika, Kiambu, Athi River, Kitale, Nakuru, Kericho, Nyandarua, Trans Nzoia, Uasin Gishu, and Eastern Kenya.

The country produces a diverse range of cut flowers, including roses, carnations, alstroemeria, gypsophila, lilies, eryngiums, arabicum, hypericum, statice, agapanthus, moluccella, moby dick, chrysanthemums, heliconia, strelitzia, anthurium, ferns, and various summer flowers.

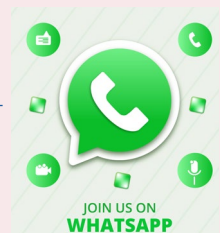
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