



REPUBLIC OF KENYA



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

PRODUCT PROFILE

FOR

MEAT (HS 02)

Prepared by
Research & Innovation Directorate
Kenya Export Promotion and Branding Agency
(KEPROBA)

AUGUST 2025

Contents

1.0 Background	3
2.0 Global Meat Sector.....	5
3.0 Kenya's meat and meat sector	11
3.1 Kenya's Meat Exports and Imports Market trends	11
4.0 Competitor Analysis for Kenya's top 5 Export Markets for Meat	19

List of Tables

Table 1: Global Exports of meat products by top 25 countries	5
Table 2: Global exports of meat products by values	6
Table 3: Global exports of meat products by quantity	7
Table 4: Global Imports of meat products by top 25 countries.....	8
Table 5: Global imports of meat product by values	9
Table 6: Global imports of meat products by quantity	10
Table 7: Kenya's exports of meat products by country	13
Table 8: Kenya's exports of meat products by values	14
Table 9: Kenya's exports of meat products by quantities	15
Table 10: Kenya's imports of meat products by country	16
Table 11: Kenya's imports of meat products by values	17
Table 12: Kenya's imports of meat products by quantities	18
Table 13: Competitor Analysis	19

1.0 Background

The Meat market covers animal (both domestic and wild) and non-animal meat that are bought and consumed for nutrient-based purposes. The market consists of 3 different submarkets:

1. The Fresh Meat market covers meat from both domestic and wild animals that are fresh, chilled, or frozen. This market is divided into five submarkets: beef & veal, pork, mutton & goat, poultry, and other fresh meat.
2. The Processed Meat market covers all types of meat that has been dried, salted, brined, or smoked. This segment is divided into three subsegments: cold & roast meat products, ham & bacon, sausages.
3. The Meat Substitutes market covers meat-replacement food items created from vegetarian or vegan components.

The meat industry is currently operating at sub-optimal levels and is uncompetitive. The sector is inefficient with high levels of informality, coupled with low mechanization and slow adoption of food safety and traceability standards. There is also growing consumer concern about the safety and quality of the meat available in the market. There is low Investment in technologies that enhances quality and value addition coupled by lack of appropriate skills. All these factors affect the potential of this sector in delivering high quality products that can attain maximum export value.

Revenue in the Meat market amounts to US\$1.55tn in 2025. The market is expected to grow annually by 6.23% (CAGR 2025-2030). In the Meat market, volume is expected to amount to 188.86bn kg by 2030. The Meat market is expected to show a volume growth of 3.2% in 2026 (Statista, 2025).

Meat consumption varies widely across regions. Developed countries have higher per capita consumption (e.g., USA ~100 kg/year), while African countries average around 19 kg/year, less than half the global average of 43 kg/year (Resa, 2022).

Figure 1: Situational analysis of international trade of Meat products

Export

- Meat products exports in **2024** were valued at **USD 169.4 billion** globally
- Lead exporters in 2024 include: Brazil (USD 24.5 billion; 14.4%), USA (USD 22.7 billion; 13.3%), Australia (USD 14.5 billion; 8.5%), Netherlands (USD 11.9 billion; 7.0%) and Spain (USD 10.7 billion; 6.3%).
- Lead exports of meat products by quantity in 2024 include: Meat of bovine animals (7.7 billion tons; 75.8%), Meat of sheep or goats (1.7 billion tons; 16.8%), pig fat, free of lean meat, and poultry fat (0.7 billion tons; 6.6%) and Meat of horses, asses, mules or hinnies (0.1 billion tons; 0.8%).

Imports

- Meat products imports in 2024 were valued at **USD 170.7 billion** globally
- Lead importers in 2024 include: China (USD 22.8 billion; 13.3%), USA (USD 15.3 billion; 8.9%), Japan (USD 10.4 billion; 6.1%), Germany (USD 8.6 billion; 5.0%) and Mexico (USD 7.7 billion; 4.5%).
- Lead imports of meat products by value in 2024 include: Meat of bovine animals (USD 37.3 billion; 21.9%), Meat of swine (USD 36.9 billion; 21.6%), Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys (USD 36.0 billion; 21.1%), Meat of bovine animals (USD 32.6 billion; 19.1%) and Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies (USD 9.8 billion; 5.7%)

2.0 Global Meat Sector

Table 1: Global Exports of meat products by top 25 countries

Rank in 2024	Exporters	Exports to the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD Billion					%
1	Brazil	15.8	18.2	24.0	22.0	24.5	14.4%
2	United States of America	18.1	22.1	23.3	21.8	22.7	13.3%
3	Australia	10.4	11.6	12.0	12.3	14.5	8.5%
4	Netherlands	9.7	11.1	11.5	12.0	11.9	7.0%
5	Spain	9.6	10.4	9.9	11.0	10.7	6.3%
6	Poland	5.5	6.4	8.0	8.1	8.9	5.2%
7	Germany	8.3	7.5	7.9	8.2	8.3	4.9%
8	Canada	6.2	7.5	7.2	7.1	7.5	4.4%
9	New Zealand	5.3	6.2	6.3	5.4	5.2	3.1%
10	France	3.5	4.1	4.1	4.3	4.4	2.6%
11	Belgium	3.4	3.7	3.8	4.2	4.2	2.5%
12	Ireland	3.6	3.9	4.2	4.1	4.2	2.5%
13	India	3.1	3.4	3.3	3.7	4.0	2.4%
14	Denmark	4.1	4.3	4.0	3.8	3.8	2.3%
15	Argentina	3.3	3.4	4.0	3.1	3.4	2.0%
16	Italy	2.4	2.8	2.7	2.9	3.2	1.9%
17	Mexico	2.6	3.2	3.2	2.9	3.0	1.7%
18	United Kingdom	2.3	2.2	2.4	2.3	2.4	1.4%
19	Uruguay	1.8	2.8	2.9	2.3	2.3	1.3%
20	Paraguay	1.2	1.7	1.8	1.6	1.8	1.1%
21	Austria	1.3	1.5	1.5	1.6	1.6	1.0%
22	Thailand	1.2	1.1	1.3	1.5	1.6	0.9%
23	Hungary	1.0	1.3	1.3	1.4	1.5	0.9%
24	Chile	1.4	1.4	1.7	1.2	1.3	0.8%
25	Russian Federation	0.9	1.2	1.2	1.2	1.2	0.7%
53	Kenya	0.1	0.1	0.1	0.1	0.1	0.1%
	All other countries	8.5	10.6	11.5	11.6	11.8	7.0%
	World	134.7	153.6	165.1	161.8	170.2	100.0%

Source: International Trade Centre Trade database

- Global export of meat and meat products stood USD 170 billion in 2024
- Lead exporters in 2024 include: Brazil (USD 24.5 billion; 14.4%), USA (USD 22.7 billion; 13.3%), Australia (USD 14.5 billion; 8.5%), Netherlands (USD 11.9 billion; 7.0%) and Spain (USD 10.7 billion; 6.3%).

- Global export trade to the world have been increasing at an average growth rate of 6.2% from 2020 to 2024.

Table 2: Global exports of meat products by values

Rank in 2024	Code	Product label	Exports to the world					Share in 2024
			2020	2021	2022	2023	2024	
			Value in USD Billion					%
1	'0203	Meat of swine	37.2	36.8	33.8	36.1	36.7	21.6%
2	'0202	Meat of bovine animals	26.8	31.6	38.9	33.1	36.6	21.5%
3	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	25.1	30.1	36.2	35.3	35.7	21.0%
4	'0201	Meat of bovine animals	23.4	28.9	29.6	30.5	33.6	19.8%
5	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	8.3	9.7	9.4	9.8	9.5	5.6%
6	'0204	Meat of sheep or goats	7.4	9.2	9.5	8.8	9.5	5.6%
7	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	4.4	5.0	5.2	5.6	5.8	3.4%
8	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.6	0.7	0.8	0.8	0.8	0.5%
9	'0209	Pig fat, free of lean meat, and poultry fat	0.9	0.9	0.8	0.9	0.8	0.4%
10	'0205	Meat of horses, asses, mules or hinnies	0.3	0.4	0.3	0.4	0.4	0.2%
Total			134.7	153.6	165.1	161.8	170.2	100.0%

Source: International Trade Centre Trade database

- Lead exports of meat products by value in 2024 include: Meat of swine (USD 36.7 billion; 21.6%), Meat of bovine animals (USD 36.6 billion; 21.5%), Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys (USD 35.7 billion; 21.0%), Meat of bovine animals (USD 33.6 billion; 19.9%) and Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies (USD 9.5 billion; 5.6%).

Table 3: Global exports of meat products by quantity

Rank in 2024	Code	Product label	Exports to the world					Share in 2024
			2020	2021	2022	2023	2024	
			Quantity in billion tons					%
1	'0202	Meat of bovine animals	6.2	6.3	6.9	7.0	7.7	75.8%
2	'0204	Meat of sheep or goats	1.2	1.3	1.3	1.5	1.7	16.8%
3	'0209	Pig fat, free of lean meat, and poultry fat	0.8	0.7	0.6	0.6	0.7	6.6%
4	'0205	Meat of horses, asses, mules or hinnies	0.1	0.1	0.1	0.1	0.1	0.8%
5	'0201	Meat of bovine animals	0.0	0.0	0.0	0.0	0.0	0.0%
6	'0203	Meat of swine	0.0	0.0	0.0	0.0	0.0	0.0%
7	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	4.7	0.0	4.6	4.8	0.0	0.0%
8	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	0.0	0.0	17.0	0.0	0.0	0.0%
9	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.0	0.0	0.0	0.0	0.0	0.0%
10	'0210	Meat and edible offal	0.9	1.0	1.0	1.0	0.0	0.0%
Total			13.8	9.4	31.4	14.9	10.2	100.0%

Source: International Trade Centre Trade database

- Lead exports of meat products by quantity in 2024 include: Meat of bovine animals (7.7 billion tons; 75.8%), Meat of sheep or goats (1.7 billion tons; 16.8%), pig fat, free of lean meat, and poultry fat (0.7 billion tons; 6.6%) and Meat of horses, asses, mules or hinnies (0.1 billion tons; 0.8%).
- Exports to the world of meat products by quantity have been fluctuating from 2020 to 2024.

Table 4: Global Imports of meat products by top 25 countries

Rank in 2024	Importers	Imports from the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD Billion					%
1	China	30.3	31.6	30.9	26.7	22.8	13.3%
2	United States of America	9.5	12.0	13.0	12.5	15.3	8.9%
3	Japan	10.3	11.0	11.3	9.9	10.4	6.1%
4	Germany	7.1	7.3	8.1	8.4	8.6	5.0%
5	Mexico	3.5	5.2	6.0	6.4	7.7	4.5%
6	France	4.5	5.6	6.7	7.1	7.2	4.2%
7	Italy	4.7	5.0	5.9	6.9	7.0	4.1%
8	Korea, Republic of	5.0	6.1	7.4	6.6	6.8	4.0%
9	United Kingdom	4.9	5.2	5.9	6.1	6.6	3.9%
10	Netherlands	4.1	4.6	5.5	5.7	5.7	3.3%
11	United Arab Emirates	1.8	2.0	2.7	2.5	3.2	1.9%
12	Hong Kong, China	5.3	4.7	3.1	3.0	3.2	1.8%
13	Saudi Arabia	1.8	2.0	2.7	2.3	2.8	1.7%
14	Canada	2.2	2.3	2.6	2.6	2.8	1.7%
15	Poland	1.8	1.8	2.1	2.4	2.4	1.4%
16	Spain	1.3	1.6	1.9	2.1	2.3	1.4%
17	Viet Nam	1.2	1.4	1.5	1.5	2.2	1.3%
18	Belgium	1.7	1.9	2.0	2.1	2.1	1.2%
19	Chile	1.5	2.4	2.1	1.9	2.1	1.2%
20	Philippines	1.0	1.8	2.2	1.8	2.1	1.2%
21	Taipei, Chinese	1.6	1.7	2.1	2.1	2.0	1.2%
22	Portugal	1.2	1.3	1.6	1.8	2.0	1.1%
23	Greece	1.2	1.3	1.5	1.7	1.9	1.1%
24	Czech Republic	1.2	1.3	1.5	1.8	1.9	1.1%
25	Romania	1.0	1.2	1.4	1.7	1.7	1.0%
162	Kenya	0.0	0.0	0.0	0.0	0.0	0.0%
	All other countries	26.6	29.9	34.2	34.3	38.1	22.3%
	World	136.2	152.3	165.9	162.1	170.7	100.0%

Source: International Trade Centre Trade database

- Meat products imports in 2024 were valued at USD 170.7 billion globally
- Lead importers in 2024 include: China (USD 22.8 billion; 13.3%), USA (USD 15.3 billion; 8.9%), Japan (USD 10.4 billion; 6.1%), Germany (USD 8.6 billion; 5.0%) and Mexico (USD 7.7 billion; 4.5%).

- Imports to the world have been increasing at an average growth rate of 5.9% from 2020 to 2024.

Table 5: Global imports of meat product by values

Rank in 2024	Code	Product label	Imports from the world					Rank in 2024
			2020	2021	2022	2023	2024	
			Value in USD Billion					%
1	'0202	Meat of bovine animals	27.5	31.0	39.4	33.6	37.3	21.9%
2	'0203	Meat of swine	37.9	38.3	34.2	37.0	36.9	21.6%
		Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys						
3	'0207	Gallus domesticus, ducks, geese, turkeys	25.1	28.6	36.1	34.9	36.0	21.1%
4	'0201	Meat of bovine animals	22.8	27.7	28.8	29.6	32.6	19.1%
		Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies						
5	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	8.9	9.9	9.6	9.6	9.8	5.7%
6	'0204	Meat of sheep or goats	7.4	8.8	9.9	8.8	9.2	5.4%
		Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat						
7	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	4.1	4.6	4.9	5.2	5.5	3.2%
8	'0209	Pig fat, free of lean meat, and poultry fat	0.8	1.0	0.9	0.9	0.8	0.5%
		Meat and edible offal of rabbits, hares, pigeons and other animals						
9	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.6	0.7	0.7	0.8	0.7	0.4%
10	'0205	Meat of horses, asses, mules or hinnies	0.4	0.3	0.3	0.4	0.4	0.2%
		Total	136.2	152.3	165.9	162.1	170.7	100.0%

Source: International Trade Centre Trade database

- Lead imports of meat products by value in 2024 include: Meat of bovine animals (USD 37.3 billion; 21.9%), Meat of swine (USD 36.9 billion; 21.6%), Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys (USD 36.0 billion; 21.1%), Meat of bovine animals (USD 32.6 billion; 19.1%) and Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies (USD 9.8 billion; 5.7%).
- Global Imports of meat products by value have been increasing at an average growth rate of 5.8% from 2020 to 2024.

Table 6: Global imports of meat products by quantity

Rank in 2024	Code	Product label	Imports from the world					Share in 2024
			2020	2021	2022	2023	2024	
			Quantity in Billion tons					%
1	'0202	Meat of bovine animals	5.88	6.11	6.47	6.54	7.65	80.6%
2	'0204	Meat of sheep or goats	1.16	1.20	1.29	1.39	1.66	17.5%
3	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.11	0.11	0.11	0.11	0.10	1.1%
4	'0205	Meat of horses, asses, mules or hinnies	0.00	0.08	0.07	0.10	0.08	0.9%
5	'0201	Meat of bovine animals	3.73	0.00	0.00	0.00	0.00	0.0%
6	'0203	Meat of swine, fresh	0.00	0.00	0.00	0.00	0.00	0.0%
7	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	0.00	0.00	0.00	0.00	0.00	0.0%
8	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	0.00	0.00	0.00	0.00	0.00	0.0%
9	'0209	Pig fat, free of lean meat, and poultry fat	0.00	0.00	0.00	0.00	0.00	0.0%
10	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	0.00	0.00	0.00	0.00	0.00	0.0%
		Total	10.89	7.49	7.93	8.14	9.50	100.0%

Source: International Trade Centre Trade database

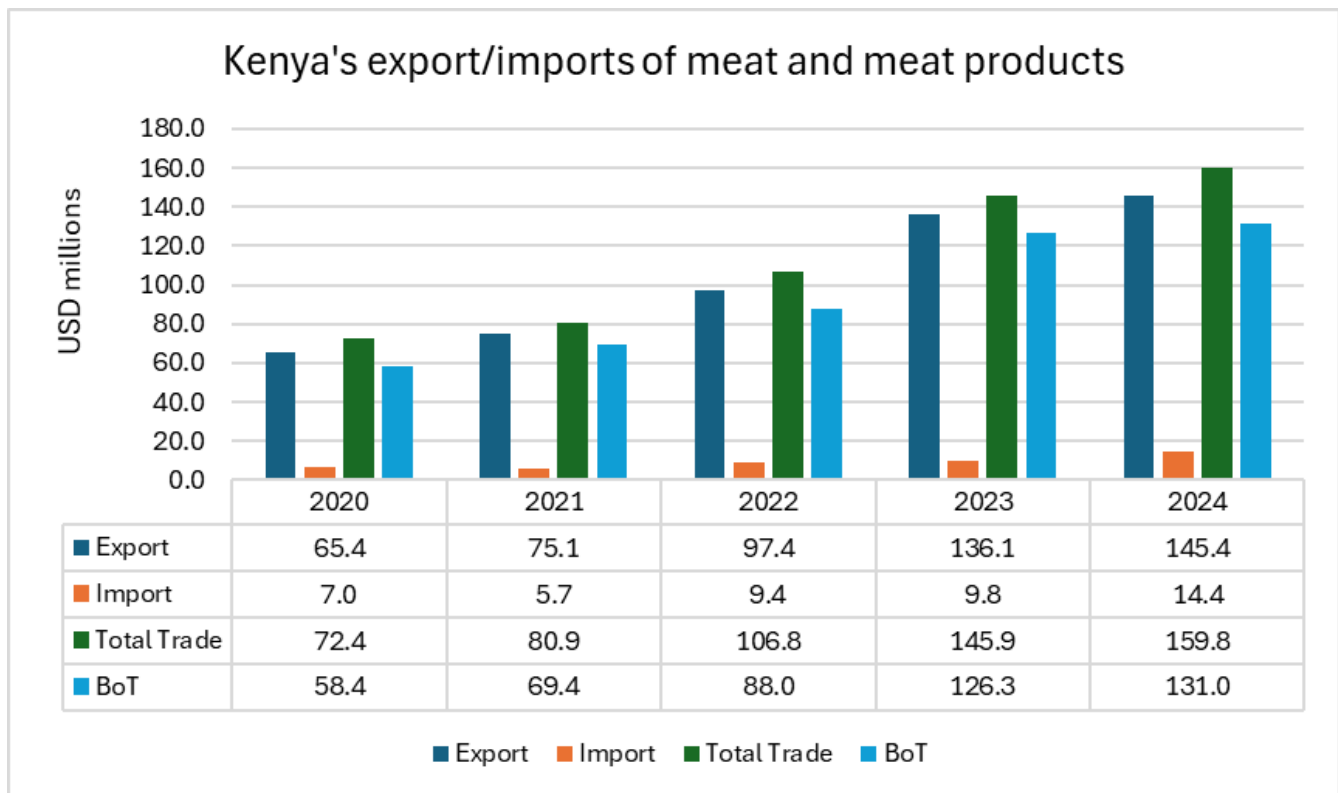
- Lead imports of meat products by quantity in 2024 include: Meat of bovine animals (7.7 billion tons; 80.6%), Meat of sheep or goats (1.7 billion tons; 17.5%), Meat and edible offal of rabbits, hares, pigeons and other animals (0.1 billion tons; 1.1%) and Meat of horses, asses, mules or hinnies (0.08 billion tons; 0.9%).
- Imports from the world of meat products by quantity decreased by growth rate of 31.2% between 2020 to 2021 then increased by average growth rate of 8.4% from 2021 to 2024.

3.0 Kenya's meat and meat sector

- Meat and Meat Products sub-sector grew by 4.9% with Sausages and similar products of meat, offal or blood expanded by 9.5% to 21.2 thousand tonnes in 2024 (KNBS, 2025).
- Similarly, Meat of cattle, fresh or chilled grew by 9.3%, while Meat of pigs, fresh or chilled contracted by 13.9% in 2024. Processing and Preserving of Fish increased by 1.6%, in 2024.
- The animal and vegetable fats and oils sub-sector expanded by 3.3% in 2024, a slower pace compared to the 6.7% growth recorded in 2023.

3.1 Kenya's Meat Exports and Imports Market trends

Figure 2: Kenya's exports/imports BoT



Source: International Trade Centre Trade database

- Exports increased steadily from USD 65 million in 2020 to USD 145 million in 2024. This reflects a strong upward trajectory, suggesting improved production capacity, market access, and competitiveness of Kenyan meat products.
- Imports remained relatively low, rising from USD 7 million in 2020 to USD 14 million in 2024.
- Total trade (exports + imports) grew from USD 72 million in 2020 to USD 160 million in 2024.
- Kenya maintained a positive BoT throughout the period, with the surplus growing from USD 58 million in 2020 to USD 131 million in 2024. This surplus highlights Kenya's status as a net exporter of meat and meat products, contributing positively to foreign exchange earnings.

Table 7: Kenya's exports of meat products by country

Rank in 2024	Importers	Exports to the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD million					%
1	United Arab Emirates	31.7	39.3	47.2	74.6	83.3	57.3%
2	Saudi Arabia	9.4	6.7	11.4	17.9	16.9	11.6%
3	Bahrain	7.7	9.4	14.4	15.8	16.8	11.5%
4	Kuwait	2.7	2.3	8.0	10.6	10.0	6.9%
5	Iran, Islamic Republic of	0.0	0.0	0.0	1.9	5.5	3.8%
6	South Sudan	2.9	3.3	3.8	4.1	3.8	2.6%
7	Congo, Democratic Republic of the	1.0	2.9	3.7	2.6	2.8	1.9%
8	Oman	1.9	1.9	3.5	3.3	1.9	1.3%
9	Uganda	0.8	1.5	1.2	1.5	1.6	1.1%
10	Tanzania, United Republic of	0.6	1.0	0.9	0.9	0.8	0.6%
11	Rwanda	0.4	0.3	0.8	0.9	0.7	0.5%
12	Sudan	0.3	0.0	0.0	0.0	0.3	0.2%
13	Somalia	0.1	0.1	0.6	0.2	0.3	0.2%
14	Viet Nam	1.3	1.1	0.2	0.3	0.2	0.2%
15	Seychelles	0.1	0.3	0.3	0.3	0.2	0.2%
16	Cameroon	0.0	0.0	0.0	0.0	0.1	0.0%
17	Ghana	0.0	0.0	0.0	0.0	0.1	0.0%
18	Singapore	0.0	0.0	0.0	0.0	0.0	0.0%
19	Qatar	2.6	4.2	0.0	0.0	0.0	0.0%
20	Indonesia	0.0	0.0	0.0	0.0	0.0	0.0%
21	Ethiopia	0.1	0.0	0.0	0.0	0.0	0.0%
22	China	0.6	0.0	0.0	0.1	0.0	0.0%
23	India	0.0	0.0	0.0	0.0	0.0	0.0%
24	South Africa	0.0	0.0	0.1	0.0	0.0	0.0%
25	United Kingdom	0.0	0.0	0.0	0.0	0.0	0.0%
	All other countries	1.3	0.8	1.2	0.9	0.2	0.2%
	World	65.4	75.1	97.4	136.1	145.4	100.0%

Source: International Trade Centre Trade database

- Kenya's lead source market in 2024 include: United Arab Emirates (USD 83.3 million; 57.3%), Saudi Arabia (USD 16.9 million; 11.6%), Bahrain (USD 16.8 million; 11.5%), Kuwait (USD 10.0 million; 6.9%) and Islamic Republic of Iran (USD 5.5 million; 3.8%).
- Kenya's meat products exports to the world have been increasing at an average growth rate of 22.8% from 2020 to 2024.

Table 8: Kenya's exports of meat products by values

Rank in 2024	Code	Product label	Exports to the world					Rank in
			2020	2021	2022	2023	2024	2024
			Value in USD million					%
1	'0204	Meat of sheep or goats	55.8	65.0	85.0	123.7	130.4	89.7%
2	'0202	Meat of bovine animals	4.6	5.8	7.8	6.5	6.8	4.7%
3	'0201	Meat of bovine animals	0.1	0.2	0.4	0.5	3.6	2.5%
4	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	1.6	2.3	1.9	2.5	2.6	1.8%
5	'0203	Meat of swine	0.8	0.7	0.8	1.0	1.1	0.8%
6	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	0.8	0.8	0.3	1.1	0.5	0.3%
7	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	0.3	0.3	1.4	0.9	0.4	0.3%
8	'0205	Meat of horses, asses, mules or hinnies	1.5	0.0	0.0	0.0	0.0	0.0%
9	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.0	0.0	0.0	0.0	0.0	0.0%
10	'0209	Pig fat, free of lean meat, and poultry fat	0.0	0.0	0.0	0.0	0.0	0.0%
Total			65.4	75.1	97.4	136.1	145.4	100.0%

Source: International Trade Centre Trade database

- Kenya's lead exports of meat products by value in 2024 include: Meat of sheep or goats (USD 130.4 million; 89.7%), Meat of bovine animals (USD 6.8 million; 4.7%), Meat of bovine animals (USD 3.6 million; 2.5%), Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat (USD 2.6 million; 1.8%) and Meat of swine (USD 1.1 million; 0.8%).

Table 9: Kenya's exports of meat products by quantities

Rank in 2024	Code	Product label	Exports to the world					Share in 2024
			2020	2021	2022	2023	2024	
			Quantity in million tons					%
1	'0204	Meat of sheep or goats	12.5	15.4	19.2	25.7	25.2	89.9%
2	'0202	Meat of bovine animals	1.1	1.2	1.5	1.2	1.3	4.6%
3	'0201	Meat of bovine animals	0.0	0.0	0.1	0.1	0.7	2.6%
4	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	0.2	0.3	0.3	0.3	0.3	1.1%
5	'0203	Meat of swine	0.2	0.2	0.3	0.3	0.3	0.9%
6	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	0.2	0.4	0.2	0.3	0.1	0.5%
7	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	0.1	0.1	0.3	0.2	0.1	0.4%
8	'0205	Meat of horses, asses, mules or hinnies	1.1	0.0	0.0	0.0	0.0	0.0%
9	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.0	0.0	0.0	0.0	0.0	0.0%
10	'0209	Pig fat, free of lean meat, and poultry fat	0.0	0.0	0.0	0.0	0.0	0.0%
Total			15.4	17.6	21.9	28.1	28.0	100.0%

Source: International Trade Centre Trade database

- Kenya's lead exports of meat products by quantity in 2024 include: Meat of sheep or goats (25.2 million tons; 89.9%), Meat of bovine animals (1.3 million tons; 4.6%), Meat of bovine animals (0.7 million tons; 2.6%), Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat (0.3 million tons; 1.1%) and Meat of swine (0.26 million tons; 0.9%).
- Kenya's exports to the world of meat products by quantity have been increasing from 2020 to 2024. The average growth rate of exports by products by quantity from 2020 to 2024 is 16.6%.

Table 10: Kenya's imports of meat products by country

Rank in 2024	Exporters	Imports from the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD million					%
1	Brazil	0.0	0.0	0.0	0.1	5.9	40.7%
2	Uganda	3.8	1.8	5.3	3.4	4.3	30.2%
3	South Africa	0.0	0.0	0.3	1.7	1.2	8.5%
4	Germany	0.8	0.9	1.4	1.2	1.1	7.9%
5	Saudi Arabia	0.0	0.0	0.0	0.0	0.7	5.2%
6	Spain	2.0	2.1	1.5	2.6	0.5	3.4%
7	Türkiye	0.0	0.0	0.3	0.4	0.3	2.4%
8	Italy	0.1	0.2	0.2	0.2	0.1	1.0%
9	France	0.0	0.0	0.0	0.0	0.0	0.3%
10	Egypt	0.2	0.3	0.3	0.0	0.0	0.2%
11	Belgium	0.0	0.2	0.1	0.0	0.0	0.1%
12	Ethiopia	0.0	0.0	0.0	0.0	0.0	0.0%
13	United Kingdom	0.0	0.0	0.0	0.0	0.0	0.0%
14	Area Nes	0.0	0.0	0.0	0.0	0.0	0.0%
15	Australia	0.0	0.0	0.0	0.0	0.0	0.0%
16	China	0.0	0.0	0.0	0.0	0.0	0.0%
17	South Sudan	0.0	0.0	0.0	0.0	0.0	0.0%
18	Israel	0.0	0.2	0.0	0.0	0.0	0.0%
19	Netherlands	0.0	0.0	0.0	0.0	0.0	0.0%
20	Norway	0.0	0.0	0.0	0.0	0.0	0.0%
21	Qatar	0.0	0.0	0.0	0.0	0.0	0.0%
22	United Arab Emirates	0.1	0.0	0.0	0.0	0.0	0.0%
23	Tanzania, United Republic of	0.0	0.0	0.0	0.0	0.0	0.0%
24	United States of America	0.0	0.0	0.0	0.0	0.0	0.0%
	World	7.0	5.7	9.4	9.8	14.4	100.0%

Source: International Trade Centre Trade database

- Kenya's lead imports of meat products by country in 2024 include: Brazil (USD 5.9 million; 40.7%), Uganda (USD 4.3 million; 30.2%), South Africa (USD 1.2 million; 8.5%), Germany (USD 1.1 million; 7.9%) and Saudi Arabia (USD 0.7 million; 5.2%).
- Kenya's imports from the world decreased by 18.4% between 2020 to 2021 then increased by an average growth rate of 38.3% from 2021 to 2022.

- The average growth rate of Kenya's imports of meat products from 2020 to 2024 is 24.4%.

Table 11: Kenya's imports of meat products by values

Rank in 2024	Code	Product label	Imports from the world					Share in 2024
			2020	2021	2022	2023	2024	
			Value in USD million					%
1	'0203	Meat of swine	2.8	3.1	3.0	5.7	8.3	57.4%
2	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	3.9	1.9	5.6	3.9	4.7	32.8%
3	'0204	Meat of sheep or goats	0.0	0.0	0.0	0.0	0.8	5.3%
4	'0202	Meat of bovine animals	0.2	0.3	0.6	0.1	0.5	3.7%
5	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	0.1	0.4	0.2	0.1	0.1	0.8%
6	'0201	Meat of bovine animals	0.0	0.0	0.0	0.0	0.0	0.1%
7	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	0.0	0.0	0.0	0.0	0.0	0.0%
8	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals, fresh	0.0	0.0	0.0	0.0	0.0	0.0%
9	'0209	Pig fat, free of lean meat, and poultry fat, not rendered or otherwise extracted	0.0	0.0	0.0	0.0	0.0	0.0%
Total			7.0	5.7	9.4	9.8	14.4	100.0%

Source: International Trade Centre Trade database

- Kenya's lead imports of meat products by value in 2024 include: Meat of swine (USD 8.3 million; 57.4%), Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys (USD 4.7 million; 32.8%), Meat of sheep or goats (USD 0.8 million; 5.3%), Meat of bovine animals (USD 0.5 million; 5.3%) and Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat (USD 0.1 million; 0.8%).

- Kenya's imports from the world decreased by 18.4% between 2020 to 2021 then increased by an average growth rate of 38.3% from 2021 to 2022.
- The average growth rate of Kenya's imports of meat products from 2020 to 2024 is 24.4%.

Table 12: Kenya's imports of meat products by quantities

Rank in 2024	Code	Product label	Imports from the world					Share in 2024
			2020	2021	2022	2023	2024	
			Quantity in million tons					%
1	'0203	Meat of swine	0.8	1.1	1.2	1.7	3.1	62.5%
2	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	1.4	0.7	1.8	1.2	1.7	33.3%
3	'0202	Meat of bovine animals	0.0	0.1	0.1	0.0	0.1	2.8%
4	'0204	Meat of sheep or goats	0.0	0.0	0.0	0.0	0.0	0.6%
5	'0210	Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat	0.0	0.0	0.0	0.0	0.0	0.5%
6	'0206	Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies	0.0	0.0	0.0	0.0	0.0	0.3%
7	'0201	Meat of bovine animals, fresh or chilled	0.0	0.0	0.0	0.0	0.0	0.1%
8	'0208	Meat and edible offal of rabbits, hares, pigeons and other animals	0.0	0.0	0.0	0.0	0.0	0.0%
9	'0209	Pig fat, free of lean meat, and poultry fat	0.0	0.0	0.0	0.0	0.0	0.0%
Total			2.3	1.9	3.2	3.0	5.0	100.0%

Source: International Trade Centre Trade database

- Kenya's lead imports of meat products by quantity in 2024 include: Meat of swine (3.1 million tons; 62.5 %), Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys (1.7 million tons; 33.3%), Meat of bovine animals (0.1 million tons; 2.8%), Meat of sheep or goats (0.03 million tons; 2.8%)

4.0 Competitor Analysis for Kenya's top 5 Export Markets for Meat

Table 13: Competitor Analysis

Market	Five top source markets for Kenya's lead Export destination				Concluding remarks
	Country	Continent	Value in USD million	% share of the market	
United Arab Emirates	Brazil	South America	1588.2	50.2%	Greatest competitor is from South America
	Australia	Oceania	408.6	12.9%	
	India	Asia	338.6	10.7%	
	Pakistan	Asia	198.4	6.3%	
	United States of America	North America	137.0	4.3%	
	Kenya	Africa	83.3	2.6%	
Saudi Arabia	Brazil	South America	1286.6	45.2%	Greatest competitor is from South America
	Australia	Oceania	313.2	11.0%	
	India	Asia	283.2	9.9%	
	Russian Federation	Europe, Asia	245.7	8.6%	
	Ukraine	Europe, Asia	154.3	5.4%	
Bahrain	Brazil	South America	53.8	19.9%	Greatest competitor is from South America
	Saudi Arabia	Asia	43.2	16.0%	
	Australia	Oceania	31.6	11.7%	
	China	Asia	31.3	11.6%	
	India	Asia	28.7	10.6%	
Kuwait	Brazil	South America	267.6	30.6%	Greatest competitor is from South America
	Australia	Oceania	150.9	17.2%	
	Saudi Arabia	Asia	85.5	9.8%	
	Pakistan	Asia	68.7	7.9%	
	South Africa	Africa	56.8	6.5%	
Iran, Islamic Republic of	Brazil	South America	176.7	33.1%	Greatest competitor is from South America
	Türkiye	Europe, Asia	87.3	16.4%	
	United Arab Emirates	Asia	72.7	13.6%	
	India	Asia	53.7	10.1%	
	Australia	Oceania	51.1	9.6%	

Source: ITC Trade map database, compiled by KEPROBA

- Brazil dominates all markets accounting for over half of meat imports.
- Australia and India are recurring secondary competitors
- Kenya's opportunity lies in:

- ✓ Targeting niche markets (e.g., halal-certified, organic, or specialty meats).
- ✓ Leveraging proximity and trade agreements with Middle Eastern countries.
- ✓ Enhancing quality, consistency, and branding to differentiate from bulk suppliers.