



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

**Kenya-Brazil
Trade Flow Analysis
Report**

Prepared by

the

**Kenya Export Promotion & Branding
Agency**

Research & Innovations

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1.0 BRAZIL

1.1 Background

Brazil, country of South America that occupies half the continent's landmass. It is the fifth largest country in the world, exceeded in size only by Russia, Canada, China, and the United States, though its area is greater than that of the 48 conterminous U.S. states. Brazil faces the Atlantic Ocean along 4,600 miles (7,400 km) of coastline and shares more than 9,750 miles (15,700 km) of inland borders with every South American country except Chile and Ecuador specifically, Uruguay to the south; Argentina, Paraguay, and Bolivia to the southwest; Peru to the west; Colombia to the northwest; and Venezuela, Guyana, Suriname, and French Guiana to the north.

Brazil is a federal republic divided into 26 states and the Federal District (Distrito Federal), the latter including the capital city, Brasília. Since 1934 the nation has had universal suffrage. The cultures of the indigenous Indians, Africans, and Portuguese have together formed the modern Brazilian way of life. The Portuguese culture is by far the dominant of these influences; from its Brazilians acquired their language, their main religion, and most of their customs.

In 2025, Brazil's population is projected to be the seventh most populated country in the world, with a population of over 213 million people, according to United Nations data.

In 2024, Brazil's real GDP grew by 3.4%, driven by robust consumption, a strong labor market, fiscal transfers, and recovering investments. Growth is expected to moderate to 2.2% in 2025 due to higher interest rates and an adverse external environment, with household consumption slowing as debt rises, transfers decrease, and labor market gains diminish. Medium-term GDP growth is projected to converge to 2.3%, reflecting the impact of ongoing reforms.



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Inflation is expected to gradually converge to 4.2% by 2027, within the Central Bank's target, as monetary tightening anchors price expectations and supports moderate growth.

The current account deficit rose to 2.8% of GDP, driven by higher imports of goods and services, mainly financed by net foreign direct investment (2.1% of GDP). The Real depreciated by 27.9%, reaching R\$6.19/US\$1 at the end of 2024, reflecting external changes and fiscal uncertainty. Reserves remained at 15% of GDP, covering 14 months of imports.

Poverty, measured at the \$6.85 per capita per day line, fell from 21.7% in 2023 to 20.9% in 2024, thanks to a strong labor market. 2.8 million jobs were created, with unemployment at a record low of 6.2% and rising labor force participation. Average real wages increased by 4.8%, outpacing the 3% rise in the minimum wage. However, further poverty reduction is expected to be slow due to limited fiscal space for social spending and slower growth in the services sector, where 80% of the poor are employed.

The general government primary fiscal deficit decreased from 2.3% in 2023 to 0.3% of GDP in 2024, driven by strong revenue growth and reduced expenditures, particularly one-off judicial payments ("precatórios," 0.9% of GDP in 2023). General Government Gross Debt increased from 73.8% to 76.5% of GDP in 2024 due to higher interest payments.

Efforts to contain expenditure growth and increase fiscal revenues are expected to improve the primary deficit from 0.1% of GDP in 2025 to a surplus of 0.3% by 2027. Public debt is projected to reach 79.6% of GDP by 2028, driven by high short-term interest costs, highlighting the need for further fiscal efforts. Thereafter, debt is expected to decline slowly, supported by primary surpluses, continued GDP growth, and lower domestic interest rates.



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Despite these improvements, fiscal sustainability remains a challenge. Budget rigidity and indexed expenditure growth undermine public spending efficiency and erode fiscal space for investments.

With high and rising debt relative to GDP, and sensitivity to economic shocks, a primary fiscal adjustment of 3% of GDP is needed to reverse the debt trajectory and rebuild buffers. Controlling age-related spending, especially pensions, through reforms such as minimum wage indexation is essential for meeting fiscal rules and targets and improving policy credibility. A proposed income tax reform to broaden the tax base and increase progressivity would further support fiscal sustainability.



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2.0 INTERNATIONAL TRADE

Table 1: Situation analysis

Brazil's Trade Flows and Position in the Global Trade

Exports

- In 2024, Brazil's exports were valued at **USD 337.0 billion** which accounted for **1.4%** of the world exports during the year.
- Brazil was the **23rd** exporter in the year.
- The major products that Brazil 's export in 2024 included: Petroleum oils and oils obtained from bituminous minerals, crude (USD 45.0 billion, 13.3%), Soya beans (USD 42.9 billion, 12.7%), Iron ores and concentrates (USD 29.9 billion, 8.9%), Canes or beet sugar (USD 18.6 billion, 5.5%), and Petroleum oils and oils obtained from bituminous minerals (excl. crude) (USD 11.7, 3.5%).
- Her lead export destination market in 2024 was China with exports valued at **USD 94.4 million**, accounting for **28.0%** of Brazil's total exports.

Imports

- Brazil's imports in 2024 were valued at **USD 262.9 billion** which accounted for **1.1%** of the world imports during the year.
- Brazil was ranked as the **26th** importer globally.
- In the same year, Brazil's top source market was China with imports valued at **USD 63.6 million** accounting for **24.2%** of Brazil's imports.
- Brazil's chief import product in 2024 was Petroleum oils and oils obtained from bituminous minerals (excl. crude). Her imports in this product were valued at **USD 15.2 million**.



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2.3 Brazil's lead import trade partners

Table 2: Brazil's top 25 import trade partners

Rank in 2024	Exporters	Imports from the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD billion					%
1	China	34.8	47.7	60.7	53.2	63.6	24.2%
2	United States of America	28.2	39.7	51.7	38.4	41.4	15.7%
3	Germany	9.4	11.3	12.8	13.1	13.8	5.2%
4	Argentina	7.9	11.9	13.1	12.0	13.6	5.2%
5	Russian Federation	2.7	5.7	7.9	10.0	11.0	4.2%
6	India	4.2	6.7	8.9	6.9	6.8	2.6%
7	Italy	4.1	5.5	5.6	5.9	6.4	2.4%
8	France	4.2	4.8	5.0	5.5	6.2	2.4%
9	Mexico	3.9	4.6	5.3	5.5	5.8	2.2%
10	Japan	4.2	5.1	5.3	5.1	5.4	2.1%
11	Korea, Republic of	4.5	5.1	5.5	4.8	5.2	2.0%
12	Chile	2.9	4.4	4.6	4.3	5.0	1.9%
13	Spain	2.6	3.3	3.8	4.0	4.0	1.5%
14	Viet Nam	2.3	2.8	3.0	3.0	3.6	1.4%
15	Paraguay	3.0	3.6	3.6	3.0	3.5	1.3%
16	United Kingdom	2.3	2.5	2.8	2.8	3.2	1.2%
17	Switzerland	1.9	2.2	2.5	2.8	3.1	1.2%
18	Saudi Arabia	1.5	2.9	5.3	3.5	3.1	1.2%
19	Canada	1.9	2.6	5.2	3.4	2.8	1.1%
20	Taipei, Chinese	2.1	2.7	2.8	2.4	2.7	1.0%
21	Thailand	1.5	2.1	2.2	2.0	2.4	0.9%
22	Sweden	1.2	1.7	2.2	2.1	2.3	0.9%
23	Netherlands	1.4	2.1	2.8	2.8	2.3	0.9%
24	Uruguay	1.1	1.8	1.8	2.1	2.3	0.9%
25	Colombia	1.3	2.0	2.4	2.3	2.1	0.8%
132	Kenya	0.0	0.0	0.0	0.0	0.0	0.0%
	All other countries	23.7	34.5	46.2	39.8	41.4	15.7%
	World	158.8	219.4	272.7	240.8	262.9	100.0%

Source: International Trade Centre database; Compiled by KEPROBA.

- Brazil's total imports were valued at USD 262.9 Billion in 2024. The average growth rate of imports from 2020 to 2024 was 15.0%.
- Brazil's imports represent 1.1% of world imports
- Brazil's import source market in 2024 were China (USD 63.6 billion; 24.2%), USA (USD 41.4 billion; 15.7%), Germany (USD 13.8 billion; 5.2%), Argentina (USD 13.6 billion; 5.2%), and Russian Federation (USD 11.0 billion; 4.2%).

2.4 Brazil's lead import products

Table 3: Brazil's top 20 import trade products

Rank in 2024	Code	Product label	Imports from the world					Share in 2024
			2020	2021	2022	2023	2024	
			Value in USD billion					%
1	'2710	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	7.4	13.4	23.6	17.3	15.2	5.8%
2	'2709	Petroleum oils and oils obtained from bituminous minerals, crude	2.6	4.0	9.9	9.1	8.7	3.3%
3	'8411	Turbojets, turbopropellers and other gas turbines	3.3	4.2	5.7	6.6	8.5	3.2%
4	'8703	Motor cars and other motor vehicles principally designed for the transport	1.8	3.0	3.6	5.8	8.3	3.2%
5	'8708	Parts and accessories for tractors, motor vehicles for the transport of ten or more persons	5.1	7.1	7.5	7.2	8.1	3.1%
6	'3002	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera	3.4	6.8	5.4	5.5	5.9	2.2%
7	'8542	Electronic integrated circuits; parts thereof	4.0	5.1	5.8	4.8	5.9	2.2%
8	'3004	Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses	3.3	3.7	4.0	4.9	5.9	2.2%
9	'3808	Insecticides, rodenticides, fungicides, herbicides, anti-sprouting products and plant-growth	3.7	4.1	6.9	4.8	4.8	1.8%
10	'3105	Mineral or chemical fertilisers containing two or three of the fertilising elements nitrogen	2.6	5.6	7.7	4.5	4.4	1.7%
11	'8704	Motor vehicles for the transport of goods, incl. chassis with engine and cab	1.9	2.9	3.3	3.4	4.2	1.6%
12	'8517	Telephone sets, incl. smartphones and other telephones for cellular networks or for other wireless	4.5	4.4	4.5	4.1	4.2	1.6%
13	'2711	Petroleum gas and other gaseous hydrocarbons	1.8	5.9	6.3	2.3	4.2	1.6%
14	'3102	Mineral or chemical nitrogenous fertilisers (excl. those in tablets or similar forms)	2.5	4.4	6.7	4.0	4.1	1.6%
15	'3104	Mineral or chemical potassic fertilisers (excl. those in tablets or similar forms, or in packages)	2.6	4.3	8.9	5.1	3.8	1.4%
16	'2933	Heterocyclic compounds with nitrogen hetero-atom[s] only	2.6	3.3	4.7	3.6	3.7	1.4%
17	'2701	Coal; briquettes, ovoids and similar solid fuels manufactured from coal	1.6	2.8	5.5	4.0	3.1	1.2%
18	'8541	Semiconductor devices "e.g. diodes, transistors, semiconductor-based transducers"; photosensitive	1.4	2.8	5.6	4.2	3.0	1.2%
19	'7403	Copper, refined, and copper alloys, unwrought (excl. copper alloys of heading 7405)	1.2	2.2	2.0	2.0	2.6	1.0%
20	'8802	Powered aircraft "e.g. helicopters and aeroplanes" (excl. unmanned aircraft of heading 8806)	1.0	1.0	1.7	1.6	2.5	0.9%
		All other products	100.6	128.3	143.2	135.8	151.7	57.7%
	TOTAL	All products	158.8	219.4	272.7	240.8	262.9	100.0%

Source: International Trade Centre database; Compiled by KEPROBA

- Brazil's top import product in 2024 included: Petroleum oils and oils obtained from bituminous minerals excl. Crude (USD 15.2 billion), Petroleum oil and oil obtained from bituminous mineral, crude (USD 8.7 billion), Turbojets, turbopropellers (USD 8.5 billion), Motor



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cars and other motor vehicles (USD 8.3 billion) and Parts and accessories of tractors, motor vehicles (USD 8.1 billion).

2.5 Brazil's lead export trade partners

Table 4: Brazil's top 25 export trade partners.

Rank in 2024	Importers	Exports to the world					Share in 2024
		2020	2021	2022	2023	2024	
		Value in USD billion					%
1	China	67.8	87.9	89.7	104.3	94.4	28.0%
2	United States of America	21.6	31.3	37.6	37.1	40.6	12.1%
3	Argentina	8.5	11.9	15.3	16.7	13.8	4.1%
4	Netherlands	6.7	9.3	11.9	12.1	11.7	3.5%
5	Spain	4.1	5.4	9.8	7.9	10.0	3.0%
6	Singapore	3.7	5.8	8.3	7.5	7.9	2.3%
7	Mexico	3.8	5.6	7.1	8.6	7.8	2.3%
8	Chile	3.8	7.0	9.1	7.9	6.7	2.0%
9	Canada	4.2	4.9	5.4	5.8	6.3	1.9%
10	Germany	4.1	5.0	6.3	5.6	5.8	1.7%
11	Japan	4.1	5.5	6.6	6.6	5.6	1.7%
12	Korea, Republic of	3.8	5.7	6.2	5.6	5.5	1.6%
13	India	2.9	4.8	6.3	4.7	5.3	1.6%
14	United Arab Emirates	2.1	2.3	3.3	3.2	4.5	1.3%
15	Italy	3.1	3.9	4.8	4.1	4.5	1.3%
16	Indonesia	2.1	2.0	3.1	4.1	4.5	1.3%
17	Malaysia	3.2	4.7	3.8	4.1	4.3	1.3%
18	Viet Nam	2.3	2.6	3.4	3.7	4.1	1.2%
19	Egypt	1.8	2.0	2.8	2.3	4.0	1.2%
20	Belgium	2.6	3.4	4.4	3.4	3.9	1.2%
21	Türkiye	2.8	3.2	3.6	3.4	3.8	1.1%
22	Paraguay	2.2	3.0	3.5	3.7	3.8	1.1%
23	Portugal	1.6	2.6	4.3	3.7	3.5	1.0%
24	Thailand	2.0	2.7	3.5	3.3	3.5	1.0%
25	Colombia	2.3	3.3	5.1	3.8	3.2	1.0%
104	Kenya	0.0	0.1	0.1	0.1	0.1	0.0%
	All other countries	42.0	54.7	69.1	66.2	68.1	20.2%
	World	209.2	280.8	334.5	339.7	337.0	100.0%

Source: International Trade Centre database; Compiled by KEPROBA.

- Brazil's total export was valued at USD 337.0 billion in 2024. Between 2022 and 2024, exports grew at an average growth rate of 13.5%.
- Brazil's lead export markets in 2024 included: China (USD 94.4 billion; 28.0%), USA (USD 40.6 billion; 12.1%), Argentina (USD 13.8



billion; 4.1%), Netherlands (USD 11.7 billion; 3.5%), and Spain (USD 10.0 billion; 3.0%).

2.6 Brazil's lead export product

Table 5: Brazil's top 20 export trade products

Rank in 2024	Code	Product label	Exports to the world					Share in 2024
			2020	2021	2022	2023	2024	%
			Value in USD billion					
1	'2709	Petroleum oils and oils obtained from bituminous minerals, crude	19.6	30.6	42.7	42.6	45.0	13.3%
2	'1201	Soya beans	28.6	38.6	46.7	53.2	42.9	12.7%
3	'2601	Iron ores and concentrates, incl. roasted iron pyrites	25.8	44.7	28.9	30.6	29.9	8.9%
4	'1701	Cane or beet sugar and chemically pure sucrose, in solid form	8.7	9.2	11.0	15.8	18.6	5.5%
5	'2710	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	5.1	7.3	13.0	11.3	11.7	3.5%
6	'0901	Coffee	5.0	5.8	8.5	7.4	11.4	3.4%
7	'0202	Meat of bovine animals, frozen	6.7	7.0	10.9	8.5	10.1	3.0%
8	'4703	Chemical wood pulp, soda or sulphate (excl. dissolving grades)	5.7	6.4	7.9	7.2	9.7	2.9%
9	'2304	Oilcake and other solid residues, whether or not ground or in the form of pellets	5.9	7.3	10.3	11.5	9.7	2.9%
10	'0207	Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys	5.6	7.0	8.9	9.0	9.1	2.7%
11	'1005	Maize or corn	5.9	4.2	12.3	13.6	8.2	2.4%
12	'5201	Cotton, neither carded nor combed	3.2	3.4	3.7	3.1	5.2	1.5%
13	'8703	Motor cars and other motor vehicles principally designed for the transport	2.7	3.3	4.6	4.2	4.3	1.3%
14	'2603	Copper ores and concentrates	2.4	3.4	2.7	3.5	4.2	1.2%
15	'7108	Gold	4.9	5.3	4.9	3.5	4.0	1.2%
16	'7207	Semi-finished products of iron or non-alloy steel	2.7	5.6	5.6	5.2	3.9	1.1%
17	'8802	Powered aircraft "e.g. helicopters and aeroplanes" (excl. unmanned aircraft of heading 8806)	2.1	2.2	2.5	3.0	3.8	1.1%
18	'2818	Artificial corundum, whether or not chemically defined; aluminium oxide; aluminium hydroxide	2.4	3.0	3.4	2.9	3.7	1.1%
19	'7202	Ferro-alloys	2.6	3.5	4.1	3.9	3.6	1.1%
20	'2009	Fruit juices	1.6	1.9	2.2	2.7	3.5	1.0%
		All other products	62.0	81.3	99.6	97.3	94.9	28.1%
	'TOTAL	All products	209.2	280.8	334.5	339.7	337.0	100.0%

Source: International Trade Centre database; Compiled by KEPROBA.

- The major products that Brazil 's export in 2024 included: Petroleum oils and oils obtained from bituminous minerals, crude (USD 45.0 billion, 13.3%), Soya beans (USD 42.9 billion, 12.7%), Iron ores and concentrates (USD 29.9 billion, 8.9%), Canes or beet sugar (USD

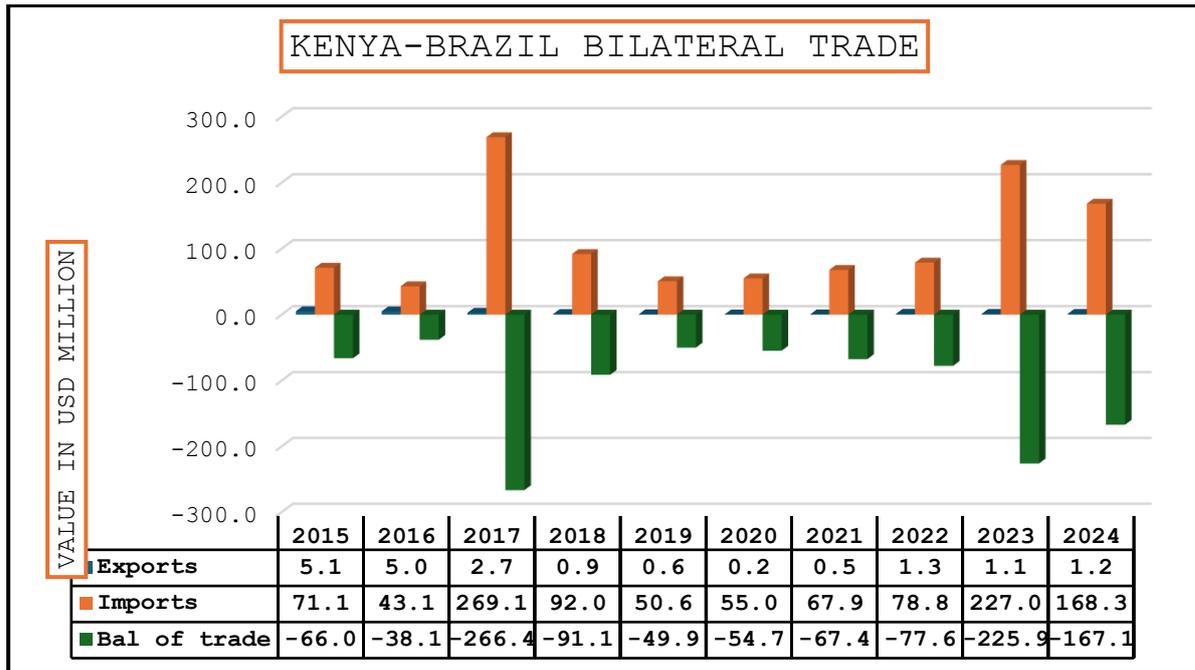


18.6 billion, 5.5%), and Petroleum oils and oils obtained from bituminous minerals (excl. crude) (USD 11.7, 3.5%).

3.0 BILATERAL TRADE BETWEEN KENYA AND BRAZIL

3.1 Trade Balance

Figure 1: Kenya-Brazil bilateral trade



Source: International Trade Centre database; Compiled by KEPROBA

- Kenya's export to Brazil were valued at USD 1.2 million in 2024.
- Kenya's export to Brazil's fluctuated through the period under analysis with highest value USD 5.1 Million in 2015 and lowest value USD 0.2 Million in 2020. The average exports from 2015 to 2024 were USD 1.9 million.
- Kenya's import from Brazil were valued at USD 168.3 million in 2024
- Similarly, Kenya's import from Brazil fluctuated through the past decade, highest value being USD 269.1 million in 2017 and lowest value USD 43.1 million in 2016. The average imports from 2015 to 2024 were USD 112.3 million.



- The balance of trade between the two countries is in favour of Brazil for the period under analysis at an average of USD 110.4 million.

3.2 Kenya's export to Brazil

Table 6: Kenya's export to Brazil

Rank in 2024	Code	Product label	Kenya's exports to Brazil					Share in 2024 %
			2020	2021	2022	2023	2024	
			Value in USD million					
1	'3203	Colouring matter of vegetable or animal origin, incl. dye extracts	0.00	0.00	0.00	0.79	0.65	54.5%
2	'2101	Extracts, essences and concentrates, of coffee, tea or maté	0.00	0.36	0.84	0.10	0.36	30.1%
3	'1702	Other sugars, incl. chemically pure lactose, maltose, glucose and fructose, in solid form	0.00	0.00	0.00	0.00	0.06	5.3%
4	'6109	T-shirts, singlets and other vests	0.02	0.08	0.00	0.12	0.04	3.6%
5	'0301	Live fish	0.00	0.01	0.02	0.02	0.03	2.2%
6	'9018	Instruments and appliances used in medical, surgical, dental or veterinary sciences	0.00	0.00	0.00	0.00	0.02	2.0%
7	'3301	Essential oils, whether or not terpeneless, incl. concretes and absolutes; resinoids	0.00	0.00	0.00	0.00	0.01	1.1%
8	'9019	Mechano-therapy appliances; massage apparatus; psychological aptitude-testing apparatus	0.00	0.00	0.00	0.00	0.01	1.0%
9	'0106	Live animals (excl. horses, asses, mules, hinnies, bovine animals, swine, sheep, goats, poultry)	0.00	0.00	0.00	0.00	0.00	0.1%
10	'4420	Wood marquetry and inlaid wood; caskets and cases for jewellery or cutlery, and similar articles	0.00	0.00	0.00	0.00	0.00	0.1%
11	'4703	Chemical wood pulp, soda or sulphate (excl. dissolving grades)	0.00	0.00	0.00	0.00	0.00	0.0%
12	'4707	Recovered "waste and scrap" paper or paperboard (excl. paper wool)	0.00	0.00	0.00	0.00	0.00	0.0%
13	'4801	Newsprint as specified in Note 4 to chapter 48, in rolls of a width > 36 cm or in square	0.00	0.00	0.00	0.00	0.00	0.0%
14	'4803	Toilet or facial tissue stock, towel or napkin stock and similar paper for household or sanitary	0.00	0.00	0.00	0.00	0.00	0.0%
15	'4906	Plans and drawings for architectural, engineering, industrial, commercial, topographical	0.00	0.00	0.00	0.00	0.00	0.0%
16	'4911	Printed matter, incl. printed pictures and photographs	0.00	0.00	0.00	0.00	0.00	0.0%
17	'5001	Silkworm cocoons suitable for reeling	0.00	0.00	0.00	0.00	0.00	0.0%
18	'5201	Cotton, neither carded nor combed	0.00	0.00	0.00	0.00	0.00	0.0%
19	'5207	Cotton yarn put up for retail sale (excl. sewing thread)	0.00	0.00	0.00	0.00	0.00	0.0%
20	'5307	Yarn of jute or of other textile bast fibres of heading 5303	0.00	0.00	0.00	0.00	0.00	0.0%
		All other products	0.21	0.03	0.41	0.09	0.00	0.2%
	'TOTAL	All products	0.22	0.47	1.27	1.11	1.20	100.0%

Source: International Trade Centre database; Compiled by KEPROBA

- The major products that Kenya exported to Brazil included: Colouring matter of vegetables (USD 0.65 million; 54.5%), Extracts, essences and concentrates of coffee, tea (USD 0.36 million; 30.1%), Other sugars, incl. chemically pure lactose, maltose, glucose and fructose (USD 0.06 million; 5.3%), T-shirts, singlets and



other vests (USD 0.04 million; 3.6%), and Live fish (USD 0.03 million; 2.2%).

3.3 Kenya's import from Brazil

Table 7: Kenya's import from Brazil

Rank in 2024	Code	Product label	Kenya's imports from Brazil					Share in 2024 %
			2020	2021	2022	2023	2024	
			Value in USD million					
1	'1701	Cane or beet sugar and chemically pure sucrose, in solid form	0.0	0.6	0.0	148.5	76.7	45.6%
2	'7201	Pig iron and spiegeleisen, in pigs, blocks or other primary forms	0.0	0.0	11.4	0.0	14.3	8.5%
3	'1207	Other oil seeds and oleaginous fruits, whether or not broken (excl. edible nuts, olives, soya)	0.0	0.0	0.0	0.9	11.5	6.8%
4	'8701	Tractors (other than tractors of heading 8709)	11.1	20.6	16.7	16.5	10.2	6.1%
5	'2207	Undenatured ethyl alcohol of an alcoholic strength of >= 80%; ethyl alcohol and other spirits	0.0	0.0	0.0	13.2	5.9	3.5%
6	'0203	Meat of swine, fresh, chilled or frozen	0.0	0.0	0.0	0.1	5.5	3.3%
7	'4804	Uncoated kraft paper and paperboard, in rolls of a width > 36 cm or in square or rectangular	1.2	0.3	1.9	1.2	5.3	3.2%
8	'8467	Tools for working in the hand, pneumatic, hydraulic or with self-contained electric or non-electric	2.7	5.4	5.1	6.1	4.9	2.9%
9	'8702	Motor vehicles for the transport of >= 10 persons, incl. driver	8.2	0.3	0.6	4.5	4.7	2.8%
10	'2101	Extracts, essences and concentrates, of coffee, tea or maté	1.0	1.8	2.5	2.2	4.2	2.5%
11	'3901	Polymers of ethylene, in primary forms	2.2	3.2	3.3	2.7	2.9	1.7%
12	'9302	Revolvers and pistols (excluding those of heading 9303 or 9304 and sub-machine guns for military)	0.0	0.0	0.0	0.0	1.9	1.1%
13	'8516	Electric instantaneous or storage water heaters and immersion heaters; electric space-heating	2.9	3.0	2.2	2.3	1.6	0.9%
14	'4813	Cigarette paper, whether or not cut to size or in the form of booklets or tubes	1.1	0.5	0.3	1.0	1.2	0.7%
15	'3808	Insecticides, rodenticides, fungicides, herbicides, anti-sprouting products and plant-growth ...	0.0	0.4	0.5	0.7	1.1	0.7%
16	'0901	Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes	0.1	1.2	1.1	0.6	1.0	0.6%
17	'8413	Pumps for liquids, whether or not fitted with a measuring device (excl. ceramic pumps and secretion	1.5	2.4	0.7	2.5	1.0	0.6%
18	'4703	Chemical wood pulp, soda or sulphate (excl. dissolving grades)	0.0	0.1	0.0	1.1	0.9	0.5%
19	'4801	Newsprint as specified in Note 4 to chapter 48, in rolls of a width > 36 cm or in square	0.0	0.0	0.0	1.8	0.8	0.5%
20	'3824	Prepared binders for foundry moulds or cores; chemical products and preparations for the chemical	1.0	0.6	0.7	0.7	0.8	0.5%
		All other products	22.0	27.5	31.8	20.3	11.9	7.1%
	TOTAL	All products	55.0	67.9	78.8	227.0	168.3	100.0%

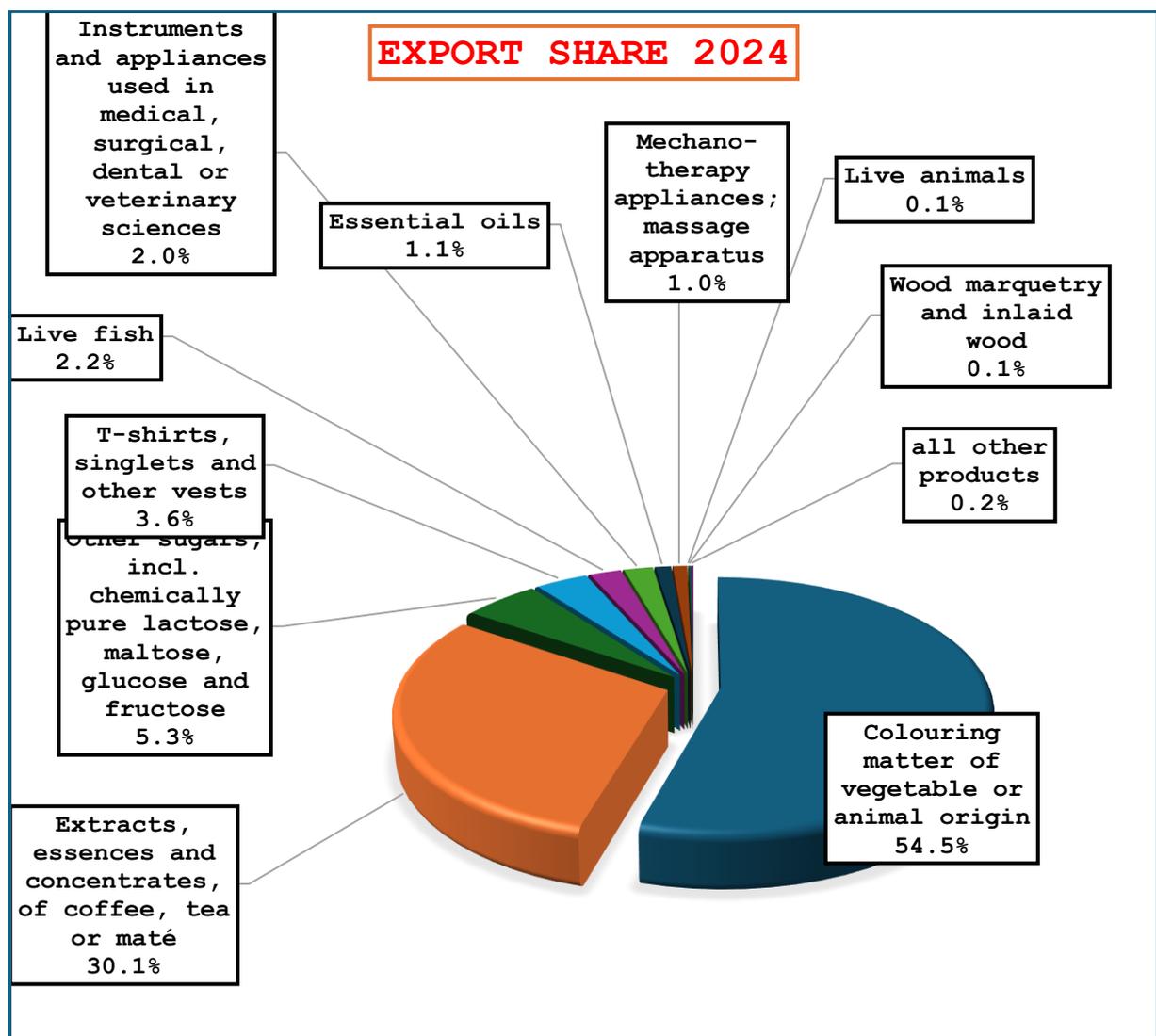
Source: International Trade Centre database; Compiled by KEPROBA

- Between 2020 and 2024 imports grew by an average growth rate of 50.4%.
- Kenya's top import products from Brazil in 2024 included: Canes or beet sugar accounting 45.6% with a value worth USD 76.7 million.

Others include Pig iron and spiegeleisen (USD 14.3 million; 8.5%), Other oil seeds and oleaginous fruits (USD 11.5 million; 6.8%), Tractors (USD 10.2 million; 6.1%) and Undenatured ethyl alcohol of an alcoholic strength of $\geq 80\%$; ethyl alcohol and other spirits (USD 5.9 million; 3.5%).

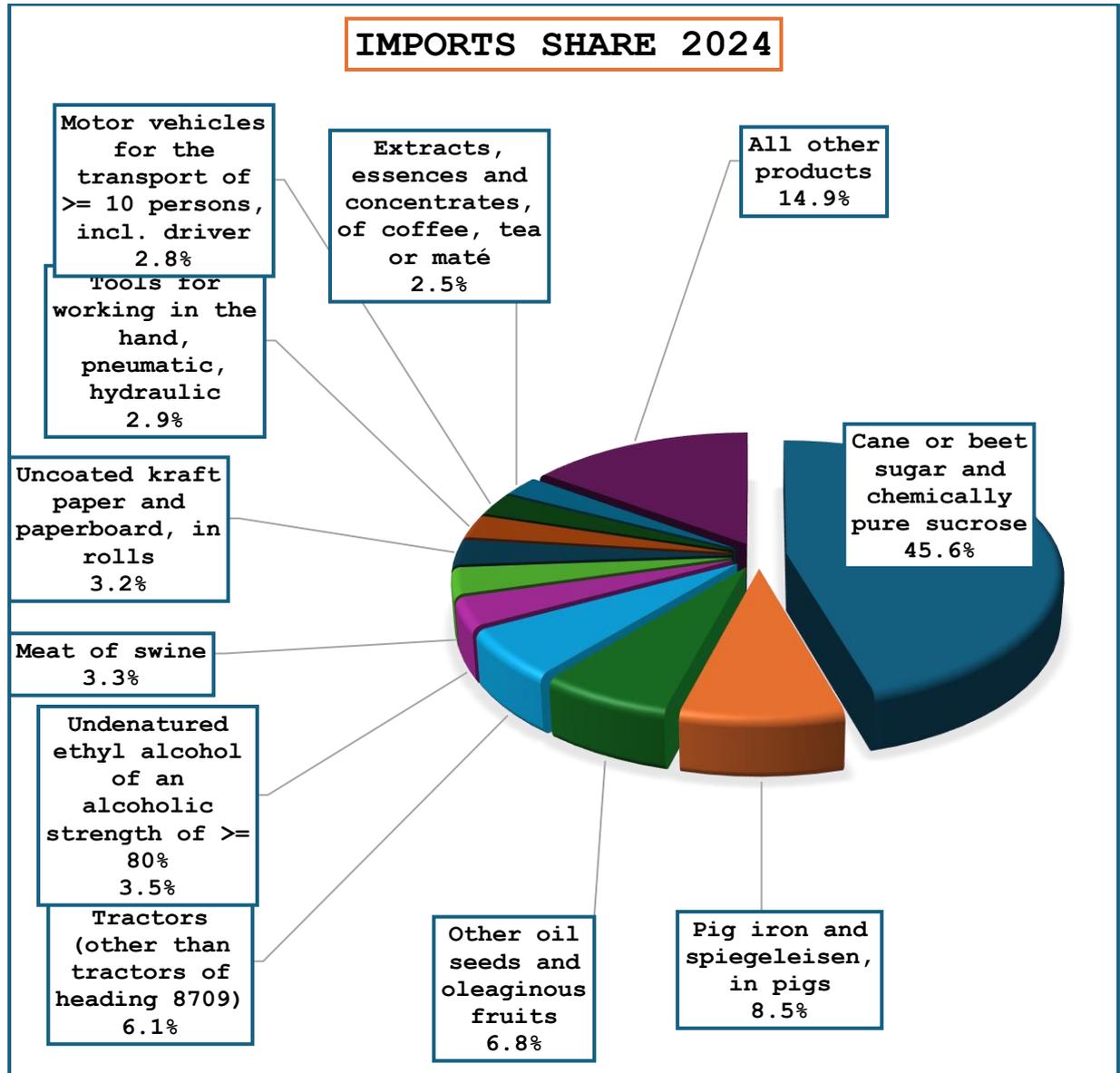
4.0 SHARE ON KENYA EXPORTS AND IMPORTS TRADE WITH BRAZIL

Figure 2: Export share to Brazil.



Source: International Trade Centre database; Compiled by KEPROBA

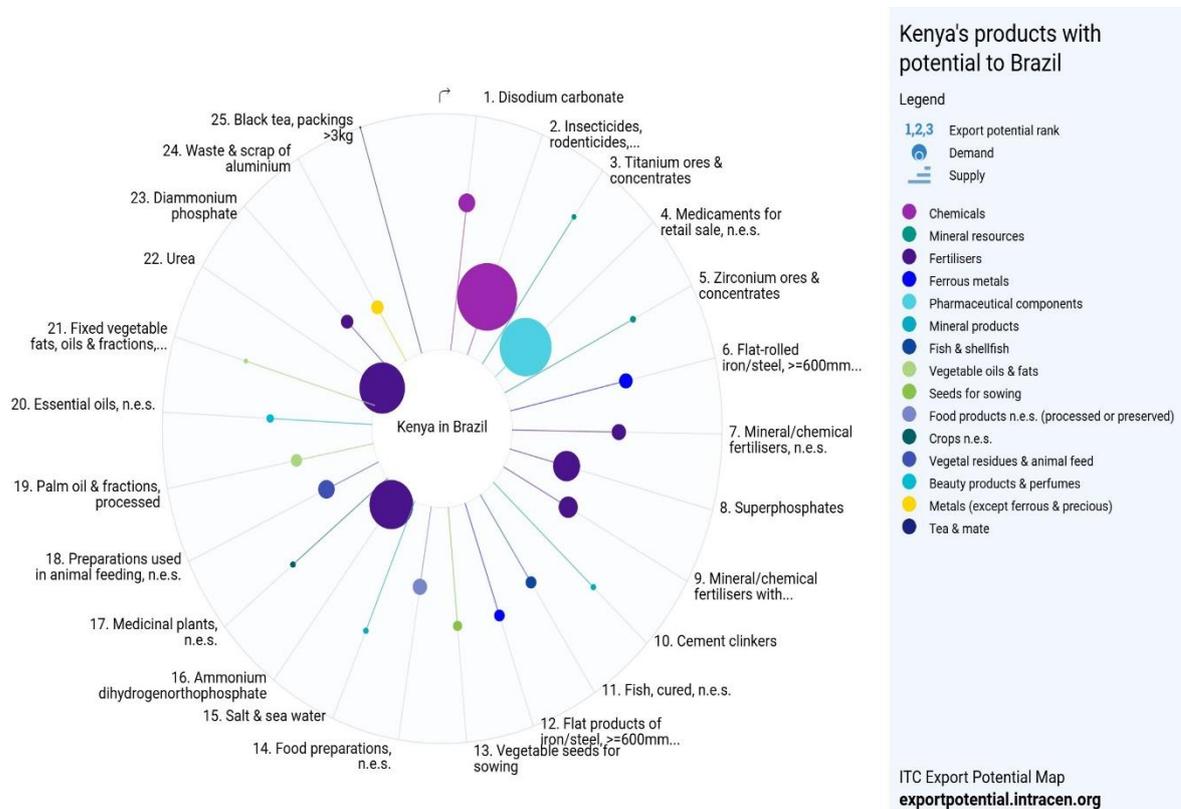
Figure 3: Import share from Brazil.



Source: International Trade Centre database; Compiled by KEPROBA

5.0 KENYA'S EXPORT POTENTIAL TO BRAZIL.

Figure 4: Export Potential for Kenya's Product to Brazil.



Source: International Trade Centre database; Compiled by KEPROBA

- The products with greatest export potential from Kenya to Brazil are Disodium carbonate, Insecticides, rodenticides, fungicides, herbicides & similar and Titanium ores & concentrates.
- Kenya has the highest supply capacity in Black tea, packings >3kg.
- Insecticides, rodenticides, fungicides, herbicides & similar is the product that faces the strongest demand potential in Brazil.



6.0 ANNEXES

Annex 1: Map of Brazil



Source: Britannica.



Annex 2: QUICK FACTS

Also Known As	Brasil • República Federative do Brasil • Federative Republic of Brazil
Head Of State and Government	President: Luiz Inácio Lula da Silva
Capital	Brasília
Population	(2025 est.) 206,296,000
Currency Exchange Rate	1 USD equals 5.465 Brazilian real
Form Of Government	multiparty federal republic with two legislative houses (Federal Senate [81]; Chamber of Deputies [513])
Official Language	Portuguese
Official Name	República Federative do Brasil (Federative Republic of Brazil)
Total Area (Sq. Km)	8,510,418
Total Area (Sq. Mi)	3,285,872
Monetary Unit	real (R\$; plural reais)
Population Rank	(2025) 7
Population Projection 2030	224,304,000
Density: Persons Per Sq. Mi	(2025) 62.8
Density: Persons Per Sq. Km	(2025) 24.2
Urban-Rural Population	Urban: (2018) 86.6% • Rural: (2018) 13.4%
Life Expectancy at Birth	Male: (2022) 72 years • Female: (2022) 79 years
Literacy: Percentage Of Population Age 15 And Over Literate	Male: (2021) 94% • Female: (2021) 95%
Gni (U.S.\$'000,000)	(2023) 1,959,785
Gni Per Capita (U.S.\$)	(2023) 9,280

Source: Britannica



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