

Trade alert

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Kenya-Brazil Trade Brief

The Kenya-Brazil Trade Brief provides a comprehensive analysis of the trade relations between Kenya and Brazil. In 2024, Kenya's exports to Brazil were valued at USD 1.2 million, predominantly consisting of niche products like vegetable colouring matter and coffee/tea extracts. The brief highlights significant untapped potential for Kenya to diversify and increase its export footprint. It identifies high-opportunity products including disodium carbonate, insecticides, and titanium ores as having the greatest export potential to meet Brazilian demand. Furthermore, the analysis points to Kenya's established and competitive supply capacity in black tea as a solid foundation for deeper market penetration, suggesting a strategic path forward to rebalance the bilateral trade relationship through targeted export promotion.

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