



KENYA EXPORT
PROMOTION & BRANDING
AGENCY

Trade alert

A BI-WEEKLY EXPORT TRADE BULLETIN

A publication by Kenya Export Promotion & Branding Agency

Trade Alert Issue 6,
FY 2026/2027



Kenyan Coffee Finds New Buyers as Export Landscape Shifts

Kenyan coffee exporters have fresh reason for optimism as the 2024/2025 coffee year confirms what industry watchers have been anticipating for months: America is buying more Kenyan coffee than ever, and the reasons why offer a useful lesson for exporters eyeing further diversification.

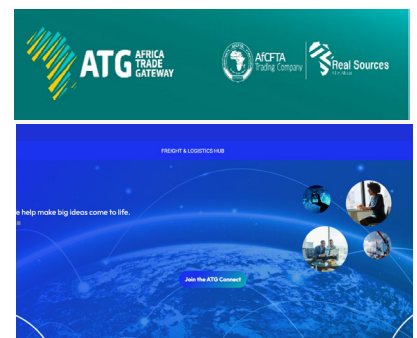
According to Agriculture and Food Authority data, Kenya's coffee export earnings from the United States more

than doubled in the first quarter of 2025, rising 101.2 percent to USD 40.8 million from USD 19.01 million a year earlier. The jump was driven by higher export volumes and deeper penetration into America's lucrative specialty coffee market, with the US absorbing 43.2 percent of Kenya's total coffee exports during the quarter, by far the largest share taken by any single buyer.

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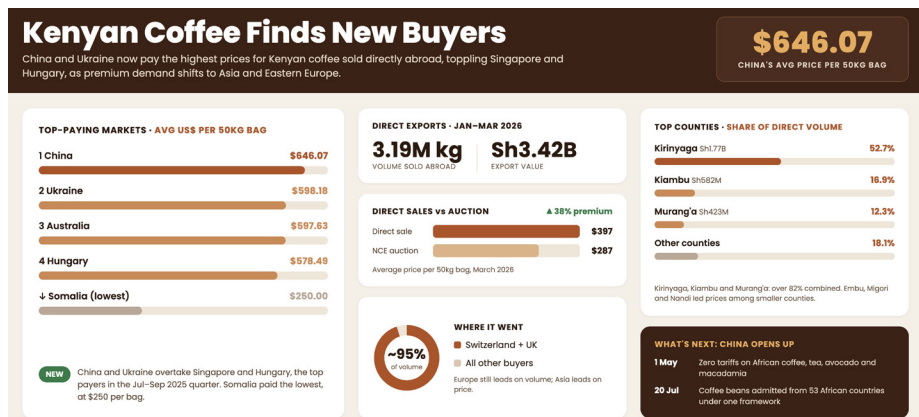
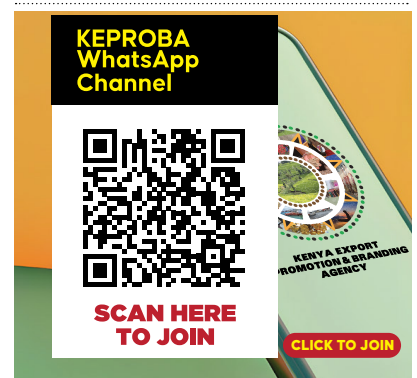


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