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**Report Highlights:**

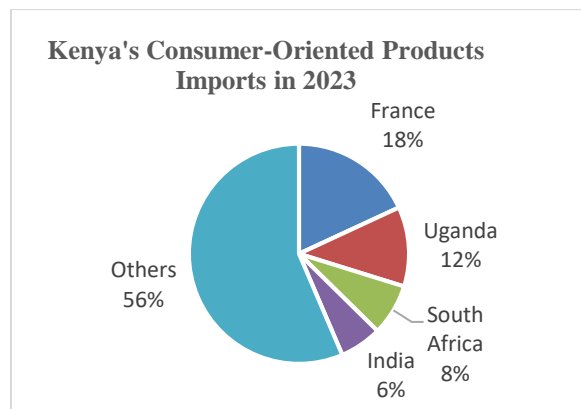
Kenya's agricultural and related products imports reached \$3.81 billion in 2023, of which 15 percent was consumer-oriented food products. Increased urbanization, a fast-growing population and middle class, an expanding modern food retail, and food service sectors offer opportunities for U.S. exporters. The best consumer-oriented product prospects, based on value growth trends, include poultry and meat products, soups and other food preparations, pork and pork products, chewing gum and candy, processed fruit, condiments and sauces, among other products.

**Executive Summary:**

Kenya is East Africa’s economic powerhouse with a strong financial sector and a relatively well-developed logistics network, making it a regional hub. Kenya is a net importer of agricultural products. Agricultural and related product exports to Kenya reached \$3.81 billion in 2023, a slight increase of under one percent from 2022. Kenya’s fast-growing population and middle class, combined with an expanding food service and retail sector offer many opportunities for U.S. exporters.

**Consumer-Oriented Agricultural Imports**

Kenya imported high value consumer-oriented agricultural products valued at \$583 million in 2023. France, Uganda, South Africa, India, and Egypt were the major suppliers with the United States providing 1.3 percent of the total imports.



**Food Retail Industry:**

Kenya’s retail landscape is a mix of traditional, informal retailers and modern grocery channels which stock most imported consumer-oriented high value products. Grocery retail sales grew by 11.5 percent in 2023 to reach \$8 billion and are expected to grow at 10 percent CAGR from 2022 to 2027, according to Euromonitor International. Growth in Kenya’s ecommerce sector has prompted most retailers to strategically partner with online delivery firms like Glovo, Jumia, Copia, and Uber Eats.

**Food Processing Industry:**

Kenya’s manufacturing sector grew by 2 percent in 2023, compared to 2.6 percent in 2023, and contributed 7.6 percent to the GDP. The food manufacturing sector expanded by 0.5 percent and contributed 4.2 percent to the GDP in 2023. The expansion is attributed to growth the following food processing sub-sectors: processing of dairy products (16.4 %); prepared and preserved fruits and vegetables (11.6%); meat and meat products (10.1%); bakery products (8.8%); grain milling (2.6%); and beverages (2.4%).

**Food Service Industry:**

Kenya’s food service sector plays a crucial role in the hospitality industry. Kenya has over 3,800 restaurants as of January 2024. The sector is thriving, supported by a robust food and beverage market, expanding tourism, and evolving consumer preferences.

**Quick Facts CY 2023**

**Imports of Consumer-Oriented Products (US \$583 million)**

**List of Top 10 Growth Products in Kenya**

- 1) Poultry meat and products (excludes eggs)
- 2) Soup and other food preparations
- 3) Meat products
- 4) Nursery products and cut flowers
- 5) Pork and pork products
- 6) Chewing gum and candy
- 7) Processed fruit
- 8) Condiments and sauces
- 9) Coffee, roasted and extracts
- 10) Spices

**Food Industry by Channels (U.S. billion)**

Retail Food Industry (Modern Groceries)	\$8.0 billion
Food Service-HRI	\$271 million
Food Processing	\$3.2 billion
Food and Agriculture Exports	\$4.0 billion

**Top Formal Food Retail Chains in Kenya (number of stores)**

- 1) Naivas (103)
- 2) Quickmart (60)
- 3) Chandarana FoodPlus (26)
- 4) Carrefour (23)
- 5) Cleanshelf (15)
- 6) Eastmatt (10)
- 7) Maathai (11)

**GDP/Population in 2023**

Population (millions): 51.5 million  
 GDP (Nominal): \$108.9 billion  
 GDP per capita (ppp): \$6,603

**Sources:** BICO, Kenya Economic Survey 2023, Euromonitor International (2023), IMF Data, newspaper articles, and market reports.

Strengths	Weaknesses
Dynamic, market-based economy.	Price-based purchasing decisions.
Rapidly developing online retail sector.	High shipping costs for U.S. exporters.
Opportunities	Threats
Regional hub for seven East Africa countries.	Strong competition from EU countries, regional countries, South Africa, India, and local industry.
Local importers, distributors, and consumers, have a limited awareness of U.S. food products.	

## Section I: Market Overview

<b>Advantages</b>	<b>Challenges</b>
Kenya's strategic location in East Africa makes it a regional trade hub for east and central Africa.	U.S. suppliers face stiff competition from Uganda, India, South Africa, Egypt, and Europe (particularly the Netherlands, United Kingdom, and France) due to geographical advantages.
U.S. food products are associated with premium quality and have a positive image in the Kenya and East Africa market.	Kenya consumers, importers, retailers, and processors have limited awareness and knowledge of U.S. agricultural and food products.
Kenya has a vibrant and diversified private sector and consumer spending is expected to increase due to rising incomes.	Many Kenya buyers are price sensitive.
Kenya has an expanding modern food retail sector, food service sector, and food processing sector.	European vendors benefit from strong historical ties.
An emerging eating-out culture in Kenya's middle class is driving growth in fast food outlets, restaurants, and coffee shops.	Exporters face competition from locally produced goods through the Government of Kenya's "Buy Kenya, Build Kenya" campaign.
Kenya has internet access rates at nearly 80 percent and a growing ecommerce sector. The spread of broadband internet and e-commerce platforms alongside deeper financial inclusion will continue to create new market opportunities.	East African Community (EAC) and COMESA member states have a preferential tariff advantage.

The following table summarizes Kenya's economic trends:

<b>Economic Trends</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024<sup>E</sup></b>	<b>2025<sup>F</sup></b>
Population (million) <sup>1</sup>	47.6	48.8	49.7	50.6	51.5	52.4	53.1
Formal Sector Employment (million) <sup>1</sup>	3.1	2.9	3.1	3.2	3.3	3.4	3.5
Informal Sector Employment (million) <sup>1</sup>	15.1	14.5	15.3	16.0	16.7	17.0	17.5
Public Sector Employment ('000s) <sup>1</sup>	865.2	884.6	923.1	938	992.9	999	1,000
Nominal Gross Domestic Product (GDP) (in billion US\$) <sup>2</sup>	100.4	100.9	109.9	113.7	\$108.90	115.1	120.0
GDP per capita (US\$ at PPP) <sup>2</sup>	4,926	4,793	5,058	5,209	\$5,373	6,603	6,900
Real GDP growth rate (%) <sup>1</sup>	5.1	(0.3)	7.6	4.9	5.6	5.3	5.5
Inflation (% change) <sup>1</sup>	5.2	5.3	6.1	7.6	7.7	6.6	5.6
Exchange Rate Kshs: US\$(end-period) <sup>1</sup>	102	106.5	109.7	117.9	139.9	150	160

**Data Sources:** <sup>1</sup>Economic Survey, 2024; <sup>2</sup>World Economic Outlook Database: April 2024; and <sup>E, F</sup>FAS/Nairobi estimates and forecasts based on trendline analysis.

Kenya's population is forecast to grow at an average annual rate of 2.2 percent between 2022 and 2025 and reach 60 million by 2025, according to the Economist Intelligence Unit (EIU). In 2023, the real gross domestic product (GDP) increased by 5.6 percent compared to 4.9 percent in 2022. The growth was notable across most sectors of the economy led by agriculture, forestry, and fisheries which registered a growth of 6 percent. Favorable weather conditions that prevailed for most of the year explains this growth. Kenya's economy is projected to remain resilient in 2024 mainly supported by a robust service, strong performance in agriculture aided by anticipated rainfall, and a decline in global commodity prices that is expected to reduce the cost of production.

### **Key Demographics**

Kenya's rising urban population remains the largest and fastest growing consumer market for high-value consumer-oriented foods. According to the World Bank, Kenya's urban population is growing at an annual average rate of 3.7 percent against a global average of 1.9 percent. Nairobi is the country's political, economic, and financial center with an estimated population of 5 million. Nairobi's high concentration of consumers, combined with the city's commercial power, makes it Kenya's most important market, followed by Mombasa, Kisumu, Nakuru, and Eldoret.

The following table summarizes Kenya's urban population by age groups, 2019-2024.

	2019	2020	2021	2022	2023 <sup>E</sup>	2024 <sup>F</sup>
Urban population (million)	14.0	14.6	15.1	15.6	16.2	16.7
Urban population (%)	27.5	28.0	28.5	29.0	29.5	30.0
Population aged 0-14 (%)	39.5	39	39.5	40.0	40.1	40.2
Population aged 15-64 (%)	57.7	58.2	59.1	59.5	60.2	60.8
Population aged 65+ (%)	2.8	2.8	2.9	3.0	3.1	3.2
Male population (%)	49.6	49.6	49.6	49.6	49.6	49.6
Female population (%)	50.4	50.4	50.4	50.4	50.4	50.4
Life expectancy male (years)	60.7	60.4	58.9	59.6	58.7	58.2
Life expectancy female (years)	65.3	65.1	64.1	64.7	64.1	63.8
Adult literacy (%)	82.1	82.5	82.7	82.8	83.1	83.3

**Data Source:** Euromonitor International, 2022, <sup>E</sup>FAS/Nairobi estimates and forecasts based on trendline analysis.

## **Section II: Exporter Business Tips**

### **Local Business Customs and Trends**

In general, Kenya business executives are relatively informal and open. The use of first names during early stages of business relationships is acceptable. Friendship and mutual trust are highly valued. Once trust is earned, a productive working relationship can be expected.

Business gifts are not common, but business entertainment such as lunches, golf, and cocktails are common courtesies during major deals and agreements. Kenya businessmen appreciate quality and service and are ready to pay extra if convinced of a product's overall superiority. Kenya is a value market, but still price sensitive. As a result, businesses must ensure timely delivery dates, and honor quality after-sales service. A U.S. exporter should allow for additional shipping time to Kenya and continuously update the buyer on changes in shipping schedules and routing. It is better to quote a later delivery date that is guaranteed than an earlier one that is uncertain. Since Kenya importers generally do a lower volume of business, U.S. exporters should be ready to offer smaller shipments.

U.S. exporters should maintain a close relationship with their importer to exchange information and ideas. Importers can serve as a good source of market information and as an appraiser of product market acceptance. In most instances, email and/or telephone calls are enough to complete a transaction. However, periodic personal visits keep exporters apprised of new developments and help in quickly resolving problems. Vigorous and sustained promotion is needed to launch new products.

### **General Consumer Tastes, Preferences, and Trends**

Kenya high-end consumer tastes have become more sophisticated and demand quality and exceptional service. They also more frequently make purchasing decisions based on brand awareness.

Kenya food retailers stock a wide range of products to meet a diverse set of consumer tastes and preferences. Consumers cannot always depend on an imported brand to be available in supermarkets and must be flexible to stock products they like or try similar products. Many U.S. brands like Kraft Foods, Heinz, General Mills, Post, and Betty Crocker are available in the Kenya marketplace, even though the product may have been produced outside the United States and with non-U.S. food ingredients. Private label brands that use 100 percent U.S. ingredients such as the 'American Garden', and 'American Gourmet' brands have penetrated Kenya's retail sector and have significant market share in certain food categories like peanut butter, sauces, and condiments.

### **Section III: Import Food Standards, Regulations and Procedures**

The main regulatory agencies for imported food products include the Kenya Bureau of Standards (KEBS), the Kenya Plant Health Inspectorate Service (KEPHIS), the National Biosafety Authority (NBA), the Department of Veterinary Services (DVS), and the Department of Public Health (DPH). More information is available in the [2024 FAIRS Country Report](#)

#### **General Import and Inspection Procedures (Customs clearance)**

A Certificate of Conformity (CoC) is required for most food exports to Kenya. To obtain a CoC, an imported product must satisfy Kenya's import requirements, evaluated by a KEBS contracted pre-export verification of conformity (PVoC) agent. Imports from the United States are inspected and certified by the Société Générale of Surveillance (SGS). The importer must present the CoC to KEBS for clearance of imported goods, and to receive an Import Standardization Mark (ISM), a stick-on-label to be affixed to each retail item imported. Goods arriving at the port without a CoC are subject to inspection at a fee equivalent to 5 percent of the approved custom value.

## **Country Language Labeling Requirements**

Labels must use English and/or Kiswahili. Combining English with other languages is permitted.

The GOK has implemented mandatory labeling of all food containing or derived from genetically modified organisms (“GMOs”).

More information is available at: [2024 FAIRS Country Report](#)

## **Tariffs and FTAs**

Kenya generally follows the common external tariffs (CET) of the East African Community (EAC). The CET is one of the key instruments under the EAC Customs Union which promotes regional integration through uniform treatment of goods imported from third parties.

Effective July 1, 2022, the EAC raised the CET for several agricultural products to 35 percent, including edible oils, beverages, and spirits. For several products designated as “sensitive,” the EAC applies tariffs above 35 percent including milk and dairy products (60 percent), corn (50 percent), rice (75 percent), wheat flour (60 percent), and sugar (100 percent). The full EAC tariff book is available at: <https://www.eac.int/documents/category/eac-common-external-tariff>.

In addition to tariffs, there are additional charges associated with exporting to Kenya. These include a 2.5 percent Import Declaration Fee (IDF) for all imported goods (reduced to 1.5 percent for raw materials and intermediate goods), a 1.5 percent Railway Development Levy (RDL), and a Value Added Tax (VAT) of 16 percent charged on Cost, Insurance, and Freight (CIF) value.

Kenya is an active player in Africa’s economic integration initiatives. Kenya and Ghana were the first countries to ratify and deposit instruments of ratification for the African Continental Free Trade Agreement (AfCFTA). In June 2022, Kenya was designated as one of seven countries (including Egypt, Ghana, Cameroon, Mauritius, Rwanda, and Tanzania) to pilot the AfCFTA rollout. In August 2022, Kenya released its AfCFTA implementation strategy (2022 -2027) with the goal of consolidating, diversifying, and expanding exports to African markets.

In December 2020, Kenya signed a free trade agreement with the United Kingdom which went into effect in January 2021. Additionally, Kenya participates in two regional economic blocks that lower tariffs between members. Kenya is a member of the EAC which includes Uganda, Tanzania, South Sudan, Rwanda, Burundi, the Democratic Republic of the Congo, and Somalia. Kenya is also a member of the Common Market for Eastern and Southern Africa (COMESA) alongside Burundi, Comoros, the Democratic Republic of Congo, Djibouti, Egypt, Eritrea, Ethiopia, Libya, Madagascar, Mauritius, Rwanda, the Seychelles, Sudan, Swaziland, Uganda, Zambia, and Zimbabwe.

## **Documents Generally Required by the Government of Kenya for Imported Food**

### Pre-Shipment Documents

- Plant Import Permit (PIP) for bulk commodities issued by the Kenya Plant Health Inspectorate Service (KEPHIS)
- Import Declaration Form (IDF) issued by the Kenya Revenue Authority (KRA)
- Certificate of Conformity (CoC)

#### Post-Shipment Documents

- Phytosanitary Certificate (PC) containing required additional declarations for bulk commodities (corn, wheat, pulses, rice, sorghum, barley, etc.).
- Bill of Lading (three original bills plus non-negotiable copies)
- Commercial Invoice
- Packing List
- Customs Entry Form
- Certificate of Origin
- Health Certificates (Cleanliness, Weight, and Quality)
- Insurance Certificate

#### Other Documents That May Be Required:

- Fumigation Certificate
- Radiation Certificate
- Noxious Weed Certificate
- Free from Karnal Bunt Certificate

Find more in the [2024 FAIRS Export Certificate Report](#)

#### **Trademark and Patent Protection**

Kenya, a member of the World Intellectual Property Organization (WIPO) since 1971, has four intellectual property protection bodies: the Kenya Industrial Property Institute (KIPI), the Kenya Copyright Board (KECOBO), Kenya Plant Health Inspectorate Services (KEPHIS) and the Anti-Counterfeit Agency (ACA). KIPI, established in 2002 is the lead agency that protects and promotes intellectual property rights including trademarks and patents. Find more specific information at [KIPI](#).

#### **Section IV: Market Sector Structure and Trends**

Kenya's food retail sector is dynamic and rapidly evolving to meet changing consumer behaviors, and technological advancements. The sector has diverse market players ranging from informal markets (open air markets, roadside vendors, dukas/kiosks) to formal retail chains (supermarkets and hypermarkets). Increased urbanization, a growing middle class, and increased demand for convenience and variety are the key drivers of growth in modern retail. The four largest supermarket chains, Naivas (103), Quickmart (60), Chandarana Foodplus (26) and Carrefour(23), in terms of number of stores, have partnered with online delivery firms. The formal retail food sector is expected to expand by 11.5 percent in 2023 to reach an estimated value of \$8.0 billion. Informal retail still dominates the sector due to its lower prices, posing strong competition to modern grocery retailers.

Retailers attract customers through a variety of product promotions and convenience services including 24-hour operations, customer loyalty shopping cards, and special offers. In addition, key retailers have adopted online retailing and partnered with delivery service companies to better service their customers. Local producers and importers of consumer-oriented products use in-store promotions, weekend and/or holiday discounts, billboards, brochures, and flyers to advertise products. However, the sector faces challenges including supply chain inefficiencies, regulatory hurdles, and fluctuating commodity prices. The sector is attracting investments in supply chain infrastructure, retail technology, and food processing (e.g., bakeries, delis, and ready-to-eat meals in the stores).

## **Food Processing Sector**

The value of Kenya's food processing sector is estimated at \$3.2 billion as of 2023 and contributes about 2 percent to the country's GDP. The sector is driven by a variety of over 1,200 companies involved in processing dairy, beverages, fruits and vegetables, meat and poultry, fish, grain milling, oils, and fats, among other products. There is potential for growth in value addition and the export of processed foods. However, the sector is constrained by high production costs, inadequate infrastructure, limited access to credit for small and medium enterprises, and competition from imported products.

U.S. suppliers of food ingredients may find opportunities in Kenya's food processing sector. Local ingredient production does not always meet the processing industry's demand, including key ingredients such as soybeans, corn, wheat, and food processing ingredients.

## **Hotels, Restaurants, and Institutions (HRI)**

Kenya's food service sector includes a diverse range of establishments, such as restaurants, cafes, fast food outlets, and catering services. The industry is projected to grow at a compound annual growth rate (CAGR) of 9.44 percent from 2024 to 2028, reaching a market volume of \$424.90 million by 2028, according to Report Linker. The sector's growth is fueled by increasing urbanization, a rising middle class with rising disposable incomes, and changing consumer preferences towards dining out and convenience foods. American fast food chain outlets, such as Kentucky Fried Chicken (KFC), Subway Ltd., Domino's Pizza, and Cold Stone Creamery, are present in Kenya. American pizzeria, Papa John's International, opened a restaurant in Nairobi, and has plans to open 13 more restaurants by December 2024.

International hotel brands, such as the Best Western Group, Villa Rosa Kempinski, Crowne Plaza, the Marriott Group, Dusit2 International, and Accor, are present in Kenya. Nairobi's growing role as a business and conference center has driven an expansion in the hotel sector. According to W. Hospitality's 2023 Pipeline Report, 25 hotels are expected to add 3,729 hotel rooms by the end of 2023.

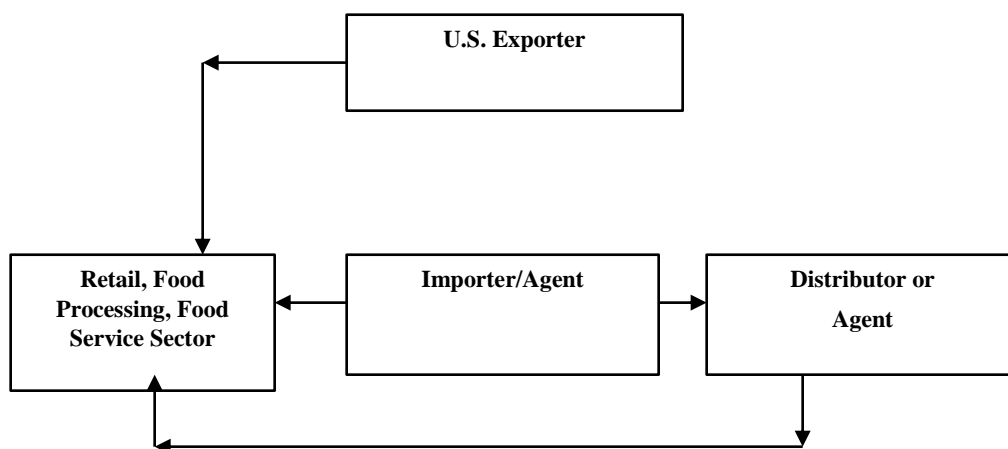
## **Distribution Channels**

Most Kenya food retailers and service providers purchase U.S. food products from local importers instead of importing directly. Local importers usually source U.S. products from consolidators in the United States, the United Arab Emirates, South Africa, and Europe. Importers then sell their goods directly to food retailers, hotels, and restaurants, or indirectly through appointed distributors and agents. U.S. food manufacturers and distribution companies do not generally have a direct presence in Kenya.

Kenya food processors and importers collaborate with USDA cooperators to develop markets for U.S. food ingredients. These cooperators include the World Initiative for Soy in Human Health, the U.S. Soybean Export Council, the U.S. Dry Bean Council, the USA Dry Pea and Lentil Council, the American Peanut Council, U.S. Wheat Associates, and the U.S. Grains Council. Market development activities include in-country technical seminars, trade servicing visits, and short-term specialized training in the United States.



The following chart summarizes how U.S. food products reach Kenya’s retail, food service, and food processing sectors:



## **Section V: Agricultural and Food Imports**

<b>Agricultural Products Imports</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024<sup>E</sup></b>	<b>2025<sup>F</sup></b>
Total agricultural product imports (in millions \$US)	\$2,607	\$2,701	\$3,261	\$3,633	\$3,690	\$4,040	\$4,372
Total agricultural products imports from the United States (in millions \$US)	\$78	\$32	\$63	\$98	\$137	\$150	\$164
Total agricultural and related products imports from the United States (in millions \$US)	\$78	\$32	\$63	\$98	\$137	\$150	\$164
Total imports of consumer-oriented foods and seafood products from the world (in millions \$US)	\$526	\$484	\$508	\$545	\$596	\$600	\$617
Total imports of consumer-oriented foods and seafood products from the United States (in millions \$US)	\$8.30	\$8.50	\$9.80	\$9.00	\$7.30	\$8.00	\$7.89

**Data Source:** TDM

### **Best High-Value, Consumer-Oriented Product Prospects (\$)**

#### **Top Ten Imported Consumer-Oriented Agricultural Products, 2019-2023**

<b>Product Category</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Soup & Other Food Preparations	50,210,697	92,805,905	86,341,461	100,054,182	175,662,028
Dairy Products	191,225,846	111,277,689	105,396,137	153,835,636	136,336,445
Distilled Spirits	51,208,941	47,138,868	59,302,181	45,787,147	44,691,651
Bakery Goods, Cereals, & Pasta	1,975,664	34,852,495	38,776,800	29,535,340	33,625,627

Wine & Related Products	24,815,589	21,161,015	25,328,969	23,782,479	24,595,371
Processed Fruit	15,765,810	22,970,252	20,519,589	26,470,509	24,378,299
Fresh Fruit	23,677,066	26,054,312	30,684,102	26,081,372	23,265,090
Chocolate & Cocoa Products	22,338,053	15,889,261	18,217,045	16,590,869	16,871,770
Condiments & Sauces	9,051,295	8,744,802	10,204,567	10,532,156	12,185,515
Non-Alcoholic Bev. (ex. juices, coffee, tea)	10,989,690	11,318,675	12,538,548	15,261,297	11,375,294
Tea	11,916,773	15,055,646	14,514,786	7,570,257	9,118,499
Nursery Products & Cut Flowers	4,299,335	6,025,731	9,330,966	9,986,421	9,052,976

**Data Source:** Trade Data Monitor (TDM)

**Top Ten Fastest Growing Imported Consumer-Oriented Agricultural Products in 2023, based on highest growth rate in the last five years based on value.**

Product Category	Market Size - 2023 (Volume) Metric Tons	Imports - 2023 (\$1,000)	5-Year Average Annual Growth Rate (%) 2019-2023	Import Tariff Rate (%)	Key Constraints Over Market Development	Market Attractiveness for USA
Poultry meat & prods. (ex. eggs)	1,228	3,978	38.2%	35%	Government protectionism (policies, tariffs); competition from Uganda, Turkey, and Germany.	Good market potential due to growing demand, and reliability of supply.
Soup & other food preparations	49,998	175,662	36.8%	25%	Competition from France, India, and Pakistan.	Strong growth potential.
Meat products nesoi	141	564	30.7%	35%	Government protectionism, and competition from Egypt, Spain, and Italy.	Good market potential.
Nursery products & cut flowers	1,311 mts/NO	9,053	20.5%	35%	Competition from Spain, the Netherlands, India, and Israel .	Strong growth potential.
Pork & Pork products	1,770	5,648	18.6%	35%	Government protectionism, and Spain, South Africa, and Germany.	Good market potential.
Chewing gum & candy	1,781	5,507	13.9%	35%	Competition from India, Turkey, and China .	Strong growth potential.
Processed fruit	19,844	24,378	11.5%	35%	Competition from	Good market potential.

					Argentina, United Arab Emirates, Egypt.	
Condiments & sauces	7,042 mts & 285,294 Litres	12,186	7.7%	35%	Competition from suppliers from South Africa, Egypt, and China.	Strong growth potential.
Coffee, roasted and extracts	1,092	6,281	7.5%	35%	Competition from Brazil, Tanzania, and Malaysia.	Good market potential.
Spices	4,655	5,207	6.5%	25%	Competition from local products, and products from neighboring countries.	Good market potential.

**Data sources:** <sup>1</sup>Trade Data Monitor (TDM); <sup>2</sup>East Africa Community [EAC] Common External Tariff [CET]Book; <sup>\*\*</sup>Reflects import volumes only.

More specific retail information can be found at:

- [Naivas Supermarkets](#)
- [Quickmart Supermarkets Ltd.](#)
- [Chandarana Food Plus](#)
- [Carrefour Supermarkets Kenya](#)
- [Retail Trade Association of Kenya](#)

See Appendix 1 for more information on U.S agricultural exports to Kenya including bulk, intermediate, and consumer-oriented products.

## **Section VI: Key Contacts and Further Information**

### **Office of Agricultural Affairs, Embassy of the United States of America**

United Nations Avenue, Gigiri

Email: [Agnairobi@usda.gov](mailto:Agnairobi@usda.gov)

[www.fas.usda.gov](http://www.fas.usda.gov)

### **Kenya Bureau of Standards (KEBS)**

Email: [info@kebs.org](mailto:info@kebs.org)

<http://www.kebs.org>

### **Kenya Plant Health Inspectorate Service (KEPHIS)**

Email: [director@kephis.org](mailto:director@kephis.org)

[www.kephis.org](http://www.kephis.org)

### **Department of Veterinary Services (DVS)**

Email: [veterinarydepartment@yahoo.com](mailto:veterinarydepartment@yahoo.com)

<https://www.kilimo.go.ke/management/state-department-of-livestock/>

### **National Biosafety Authority (NBA)**

Email: [info@biosafetykenya.go.ke](mailto:info@biosafetykenya.go.ke)

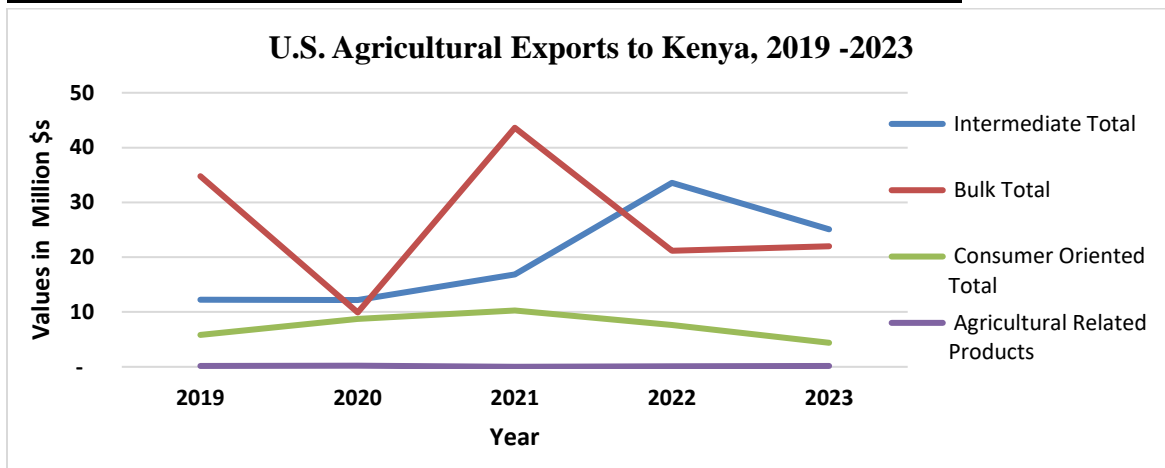
<https://www.biosafetykenya.go.ke/>

**Ministry of Health**  
Public Health Department  
<http://www.health.go.ke/>

**SGS North America Inc.**  
201 Route 17 North  
7th and 8th Floors  
Rutherford, New Jersey, 07070  
United States  
**Tel: +1 201 508 3000**  
<https://www.sgs.com/>

## **Appendix 1:**

### **US. agricultural and related products exports to Kenya, 2019-2023 (\$)**



Vegetable oils (excluding soybean oil), ethanol, planting seeds, and protein concentrates exports explains the increased demand for intermediate products. Wheat, pulses, and coarse grains (excluding corn) leads the bulk products category, while food preparations, condiments and sauces, wine and related products and tree nuts lead the consumer-oriented products category.

### **Attachments:**

No Attachments