

## Kenya

### Basic statistics

Current diversification (number of products)	6,713	Potential new products more complex (percentage)	83
Potential new products	3,271	Export opportunity in more complex products (percentage)	59
Potential new products more complex than the country's average	2,701	Import replacement opportunity in more complex products (percentage)	67

### Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	13
Organic chemicals	10
Vehicles other than railway, tramway	8
Electrical, electronic equipment	7
Iron and steel	7
Optical, photo, technical, medical, etc apparatus	6
Plastics and articles thereof	5
Articles of iron or steel	3
Copper and articles thereof	3
Nickel and articles thereof	2
Sum of others with smaller share	36

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
USA	11
China	10
France	6
Germany	6
Thailand	4
United Kingdom	4
India	3
Russian Federation	3
Netherlands	3
Japan	3
Rep. of Korea	3
Italy	3
Spain	3
Others	27

By regions

Region	Percent
Asia	39
Western Europe	19
Northern America	13
Northern Europe	8
Eastern Europe	7
Southern Europe	7
South America	3

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
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Dairy products, eggs, honey, edible animal products	12
Edible fruit, nuts, peel of citrus fruit, melons	10
Vegetable, fruit, nut, etc food preparations	10
Animal, vegetable fats and oils, cleavage products, etc	8
Meat and edible meat offal	8
Oil seed, oleaginous fruits, grain, seed, fruit, etc, nes	8
Fish, crustaceans, molluscs, aquatic invertebrates nes	7
Cereal, flour, starch, milk preparations and products	7
Cocoa and cocoa preparations	5
Meat, fish and seafood food preparations nes	5
Residues, wastes of food industry, animal fodder	4
Milling products, malt, starches, inulin, wheat gluten	4
Sugars and sugar confectionery	2
Lac, gums, resins, vegetable saps and extracts nes	2
Sum of others with smaller share	8

### Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
China	11
Germany	11

By regions

Region	Percent
Asia	34
Western Europe	24

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USA	10	Northern Europe	13
China, Hong Kong SAR	6	Northern America	12
France	6	Eastern Europe	7
United Kingdom	5	Southern Europe	6
Netherlands	4		
Thailand	3		
Russian Federation	3		
Italy	3		
Others	21		

### Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(293339) Heterocyclic compounds with unfused pyridine ring,nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(293490) Heterocyclic compounds, nes, \$326-777	DE 165.8	RU 152.6	CA 117.7	711.5
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8

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	(293390) Heterocyclic compounds with N-hetero-atom(s) only, nes, \$278-660	IE 383.8	SI 116.7	DE 64.2	699.9
Plastics and articles thereof	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
	(392062) Sheet/film not cellular/reinf polyethylene terephthal, \$9-21	CN 1009.9	KR 45.1	MY 30.7	1113.7
	(390740) Polycarbonates, in primary forms, \$2-5	CZ 130.6	JP 122.4	US 62	597.8
	(390930) Amino-resins nes, in primary forms, \$0-1	FR 104.2	VN 92.2	TR 65.1	495.5
	(390810) Polyamide-6, -11, -12, -6,6, -6,9, -6,10 or -6,12, \$0-2	DE 229.4	CN 53.7	PL 32.3	400.7
Iron and steel	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-0	VN 261.3	CN 171.3	DE 165.6	1220.9
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	CN 591.4	IT 216.4	MK 32.1	985.9
	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	FR 263	IT 60.8	ES 39.7	560.2
	(720822) Hot rolled iron or non-alloy steel, coil,width >600mm, t 4.75-10mm, nes, \$0-0	IT 188.6	MY 86.6	TR 71.4	530.0
	(720922) Cold rolled iron or non-alloy steel, coil, width >600mm, t 1-3mm, nes, \$0-0	JP 154.1	TH 77.2	MY 60.2	479.5
Articles of iron or steel	(730511) Pipe-line submerged arc welded steel diameter >406mm, \$1-2	RS 236.9	BG 208.4	US 165.6	1236.0
	(730810) Bridges and bridge sections, iron or steel, \$2-7	LK 128.4	PH 66.1	ZM 48.9	390.1

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	(730459) Alloy steel pipe or tubing, except cold rolled, \$0-2	FR 136.9	VN 52	ID 36.7	302.7
	(730531) Steel pipes nes, longitudinally welded diameter>406mm, \$1-4	GB 50.7	NO 43.2	ID 28	263.9
	(730210) Railway/tramway rails, iron or steel, \$0-4	SE 37.7	BY 34	IN 30	262.2
Copper and articles thereof	(740811) Wire of refined copper > 6mm wide, \$6-10	IT 307	GB 268.9	ES 104.6	1004.5
	(741110) Pipes or tubes, refined copper, \$0-7	IN 151.5	FR 113.7	DE 102.2	945.8
	(740200) Unrefined copper, copper anodes, electrolytic refinin, \$6-38	IN 460.9	NA 92.6	NL 63.1	820.2
	(740710) Bars, rods & profiles of refined copper, \$0-7	SA 135.8	PH 76.3	VN 19.1	337.5
	(740819) Wire of refined copper < 6mm wide, \$6-20	IN 111.5	AR 72	PH 33.3	321.9
Nickel and articles thereof	(750210) Nickel unwrought, not alloyed, \$13-16	CN 985.7	US 879.2	DE 461.3	3935.8
	(750512) Bars, rods and profiles, nickel alloy, \$23-60	CN 84.2	GB 68.9	US 64.8	363.5
	(750620) Plates, sheet, strip and foil, nickel alloy, \$22-66	IN 49	ID 40.5	CN 22.4	176.1
	(750712) Tubes and pipe, nickel alloy, \$0-27	IT 27.1	KR 23.8	SA 18.6	132.8
	(750522) Wire, nickel alloy, \$24-75	SA 33.3	VN 12	CN 11.9	123.1
Machinery & mech appliance etc	(841191) Parts of turbo-jet or turbo-propeller engines, \$1950-4416	ES 335.1	NL 231.7	FR 142.9	1287.3

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	(840733) Engines, spark-ignition reciprocating, 250-1000 cc, \$374-1939	ES 609.7	FR 214.3	TR 105.1	1260.9
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(842710) Self-propelled works trucks, electric motor, \$6305-18192	ES 203.7	CZ 85.7	FR 81.2	748.0
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(851632) Electro-thermic hairdressing apparatus, nes, \$0-13	US 313.6	DE 71.8	JP 38.6	553.5
	(850423) Liquid dielectric transformers > 10,000 KVA, \$2387-392273	FR 66.9	BH 26.9	CI 26.7	442.3
Vehicles other than railway, tramway	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(870423) Diesel powered trucks weighing > 20 tonnes, \$33584-86409	RU 957.4	ES 249	FR 137.8	2148.8
	(870590) Special purpose motor vehicles nes, \$37716-130637	FR 347.8	RU 113.9	TH 37.5	937.6
	(870590) Special purpose motor vehicles nes, \$130637-270019	DE 323.6	VN 102.6	CA 100.2	810.7
	(870130) Track-laying tractors (crawlers), \$10200-147074	US 494.9	FR 9.5	ET 6.5	540.3

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Optical, photo, technical, medical, etc apparatus	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9
	(902111) Artificial joints, \$346-1061	US 311.2	CH 261.6	NL 213.6	1206.8
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2
	(900130) Contact lenses, \$0-1	US 445.7	JP 124.8	BE 79.7	886.2
	(902211) Medical X-ray apparatus, \$51451-121637	RU 136.6	FR 114.7	BR 88	680.8

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
	(020319) Swine cuts, fresh or chilled, nes, \$0-2	HU 29.3	DK 15.9	GB 11.1	87.1
	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
	(020443) Sheep cuts, boneless, frozen, \$5-10	GB 36.7	US 6.8	CA 4.6	66.1
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$7-12	FI 263.3	US 69.4	CN 67.8	687.5

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	(030371) Sardines,brisling,sprats, frozen, whole, \$0-2	TH 48.4	CI 10.2	PH 9.4	120.4
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5
Dairy products, eggs, honey, edible animal product nes	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5
	(040490) Natural milk products nes, \$1-5	IT 56.7	EG 15.6	KR 14.3	207.9
	(040410) Whey, \$0-0	FR 59.5	CA 39	DE 21.5	201.6
	(040291) Milk and cream unsweetened, concentrated, \$1-3	DE 76	SA 53.7	NG 23.1	186.6
Edible fruit, nuts, peel of citrus fruit, melons	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
	(080231) Walnuts in shell, fresh or dried, \$2-6	IT 30	IN 20.8	VN 14.5	99.5
	(080540) Grapefruit, fresh or dried, \$0-1	PL 15.2	IT 5.3	NL 5.1	55.0
	(080240) Chestnuts, fresh or dried, \$2-7	JP 17.7	ES 7.2	AT 2.2	35.7

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Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110520) Potato flakes, granules and pellets, \$1-2	CA 17.5	MY 6.6	JP 5	79.1
	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110720) Malt, roasted, \$0-0	KH 34.8	ZA 4.3	NL 3.3	67.7
	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(120929) Seed, forage plants, for sowing nes, \$1-7	NL 4.6	DE 3.6	PL 2.8	32.1
	(120911) Seed, sugar beet, for sowing, \$12-60	IT 8.8	PL 5.5	EG 3.1	21.3
	(120750) Mustard seeds, \$0-3	JP 4.3	DE 4.2	TH 2.6	18.1
Lac, gums, resins, vegetable saps and extracts nes	(130239) Mucilages and thickeners nes, \$6-17	CN 53.8	US 23	GB 16.6	202.2
	(130220) Pectic substances, pectinates, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4
	(130239) Mucilages and thickeners nes, \$0-6	FR 10.4	BR 2.5	TH 1.2	24.2

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	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
Animal,vegetable fats and oils, cleavage products, etc	(150420) Fish oils except liver, not chemically modified, \$1-19	NO 144.6	CN 45.6	KR 30.9	329.4
	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
Meat, fish and seafood food preparations nes	(160415) Mackerel, prepared or preserved, not minced, \$2-8	JP 107.9	TH 31.3	NL 26.2	223.8
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4
	(160100) Sausages, similar products of meat, meat offal & bloo, \$7-15	FR 63.9	NL 24.4	US 7.5	127.5
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$0-3	IE 67.5	SK 4.9	BG 3.8	95.3
	(160210) Homogenized preparations of meat and meat offal, \$2-8	SA 39.7	BE 10.5	DE 2.6	67.6
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170220) Maple sugar and maple syrup, \$3-10	US 17.6	NL 5.8	DE 5.5	48.3
	(170260) Fructose, syrup > 50% fructose, not pure fructose, \$1-5	VN 22.5	US 1.9	DE 1.7	32.1

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	(170260) Fructose, syrup > 50% fructose, not pure fructose, \$0-1	US 4.1	PL 2.4	FR 1.8	19.8
	(170310) Cane molasses, \$0-2	AU 7	GB 2.1	FR 2	14.5
Cocoa and cocoa preparations	(180310) Cocoa paste not defatted, \$3-5	RU 135.5	DE 58.3	FR 54.5	568.4
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$12-23	KR 24.5	HK 18.2	MY 17.4	88.7
	(180610) Cocoa powder, sweetened, \$8-17	GB 14.5	KW 6.2	AU 1.8	26.7
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$7-14	HK 5.9	AE 4.2	SG 3	24.1
	(180632) Chocolate, cocoa prep, block/slab/bar, not filled,>2k, \$12-23	JP 7	IN 2.6	BR 2.5	22.7
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$10-21	CN 657.8	KH 73.3	SA 68.9	898.6
	(190520) Gingerbread and the like, \$2-6	US 26.8	BE 8.1	DE 7.1	58.7
	(190211) Uncooked egg pasta not stuffed or prepared, \$1-3	US 5.6	DE 5	BE 3.1	36.7
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$3-6	US 10.7	JP 3.8	DE 1.9	29.8
	(190300) Tapioca and tapioca substitutes, \$1-3	US 1.1	PH .9	KR .9	10.6
Vegetable, fruit, nut, etc food preparations	(200410) Potatoes, prepared, frozen, \$0-0	FR 342.6	GB 69.7	AU 58.3	827.9
	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6
	(200310) Mushrooms, prepared or preserved, not in vinegar, \$1-7	HK 16.4	US 9.1	TH 7.6	57.1

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	(200911) Orange juice, frozen, not fermented or spirited, \$1-2	GB 19.8	JM 7.4	NL 5.1	56.3
	(200870) Peaches, otherwise prepared or preserved, \$1-2	TH 19.5	CO 5.5	CL 4.3	54.8
Residues, wastes of food industry, animal fodder	(230110) Flour or meal, pellet of meat or offal for animal feed, \$0-1	TH 107.3	VN 37.5	NL 15.5	233.8
	(230990) Animal feed preparations, \$4-9	ES 50.4	IN 37.4	PL 15.9	199.7
	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	MA 31.8	DK 31.7	SA 18.2	145.3
	(230890) Vegetable wastes and residues for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1