

Overview of the Industry

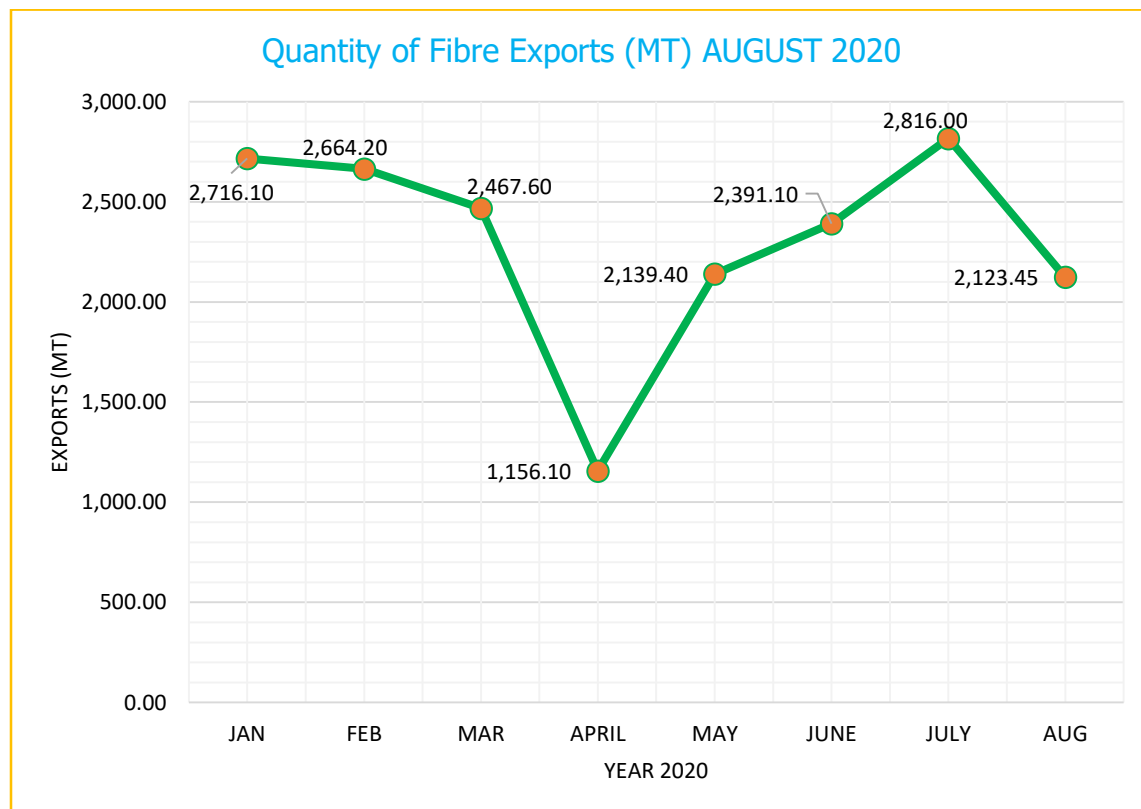
Sisal is predominantly grown by ten (10) sisal estates in Kenya which are spread in the Coast, Eastern and Rift Valley regions. Small pockets of production by Smallholder growers are spread all over the country forming about 5% of the total production. This is sisal mainly along the boundary and hedge grow

The average monthly production of sisal fibre is 2,500 MT of which over 90% of the fibre produced being exported to over 30 destinations worldwide annually, while the rest is sold to local spinning factories and the rural cottage industries.

Quantity and value of fibre exports

During the period under review, a total of **2,123.45 MT** was exported to various destinations, valued at **Kshs 346,210,011.18**. This was a 25% fall in the volume exported in comparison to the previous month of July as shown in *Graph 2 below*:

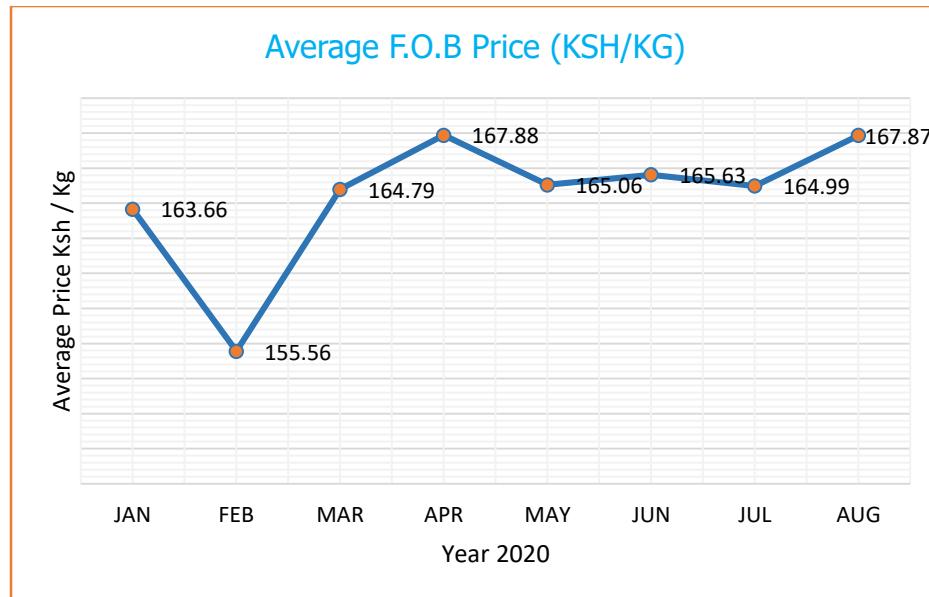
The fall could be attributed to by reduction in operations by one of the major marketing agencies in their London Offices and other operation centres, for holidays during the month.



Graph 1: Volume of Exports (MT) - August 2020

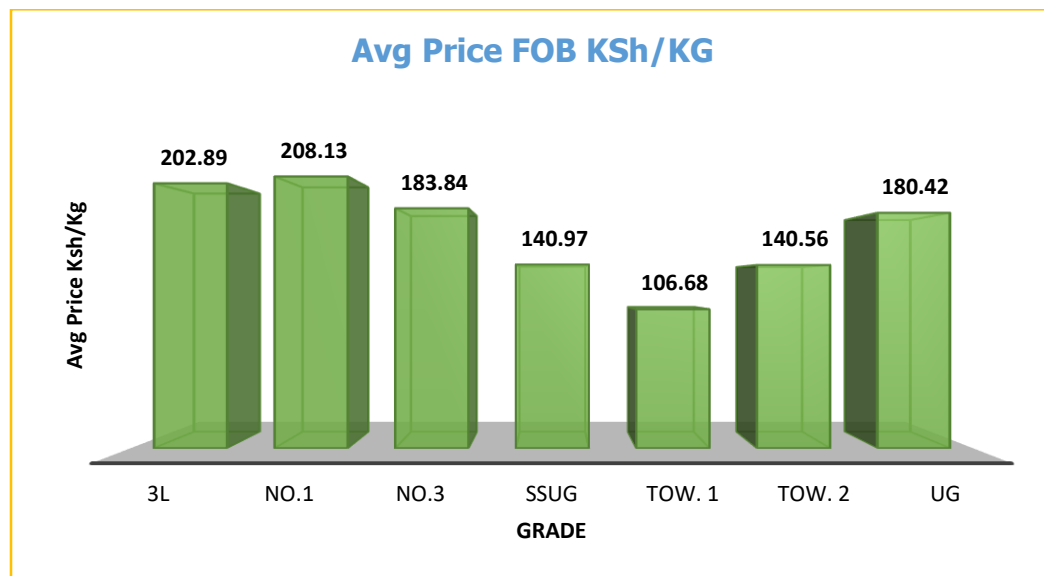
Price and grades

The average price of fibre in the export market was Ksh **167,872.03** per MT (or US\$ 1557 per MT), approximately Kshs 167.87 per Kg during the month under review. This was a slight increase in price by 1.75% in comparison to the previous month of July as shown in *Graph 3* below.



Graph 2: Price Trends Jan – Aug 2020

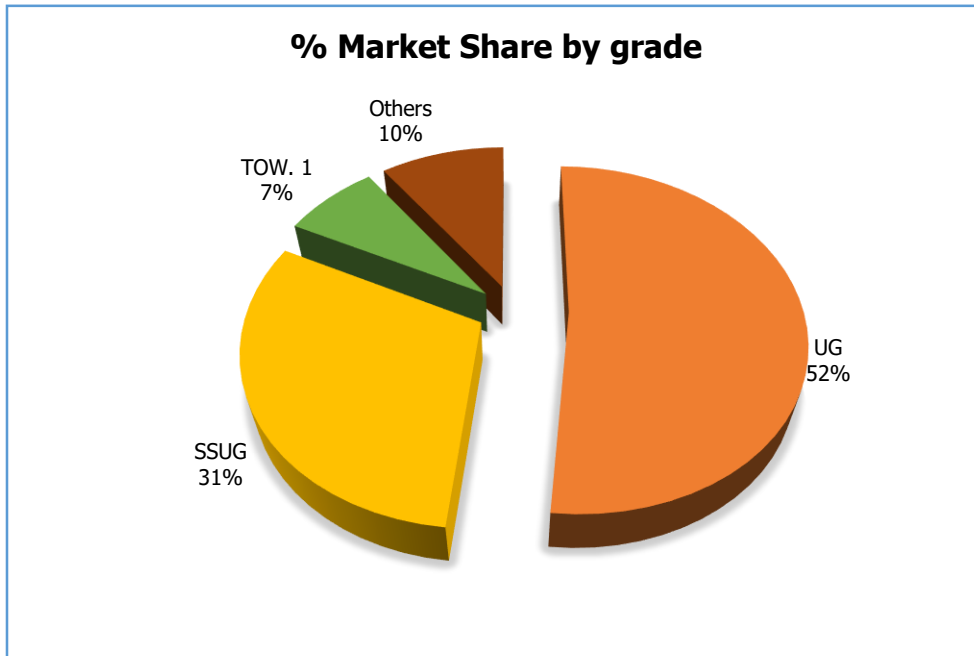
The minimum price offered during the period under review was Ksh 97,026.39 per MT for grade Tow 1, while the highest price was that of grade NO.1 at Ksh 208,606.74 per MT. The average F.O.B prices per Kg (in Kshs) for the grades is as shown in Graph 3 below. The highest average price offered being that of grade No. 1 at Ksh 208.13 per Kg.



Graph 3: Average F.O.B Price per Kg (in Kshs) August 2020

Export by Grades

During the month under review, a total of 7 grades were traded in the export market. Grade UG was the most popular with an export volume of 1,098.5 MT, representing a 52% of all fibre traded. This was followed by SSUG at 31% and TOW 1 at 8%. All the other grades traded comprised 10% of exports. These were Tow.2, No.1, No.3, 3L. [see *Pie Chart 1 below for more details*]

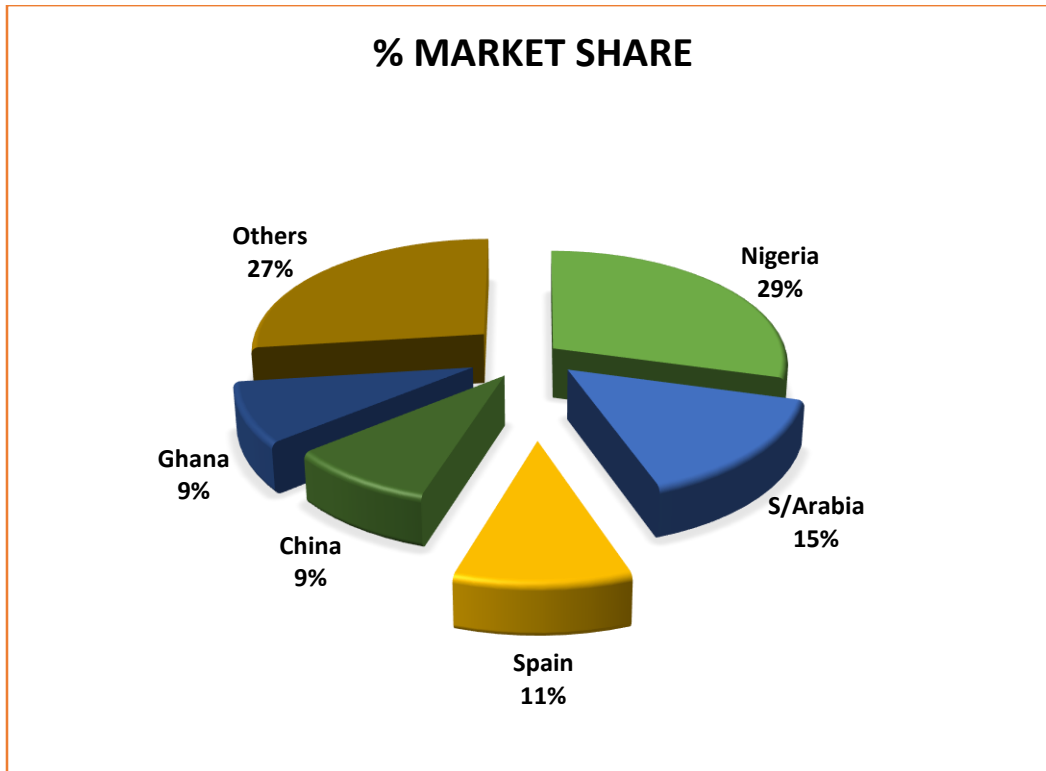


Pie Chart 1: Export Share by Grade August 2020

Export Destinations

During the month under review, there were a total of 17 export destinations worldwide for fibre.

The top five (5) destinations were led by Nigeria, followed by Saudi Arabia, Spain, China and Ghana as shown in *Pie Chart 2 below*. Over 70% of the fibre totaling 1,550.50 MT was exported to these five destinations while the rest (about 33% of total volume) was exported to the other thirteen (12) markets.



Pie Chart 2: Market Share % for various destinations August 2020