

Overview of the Industry

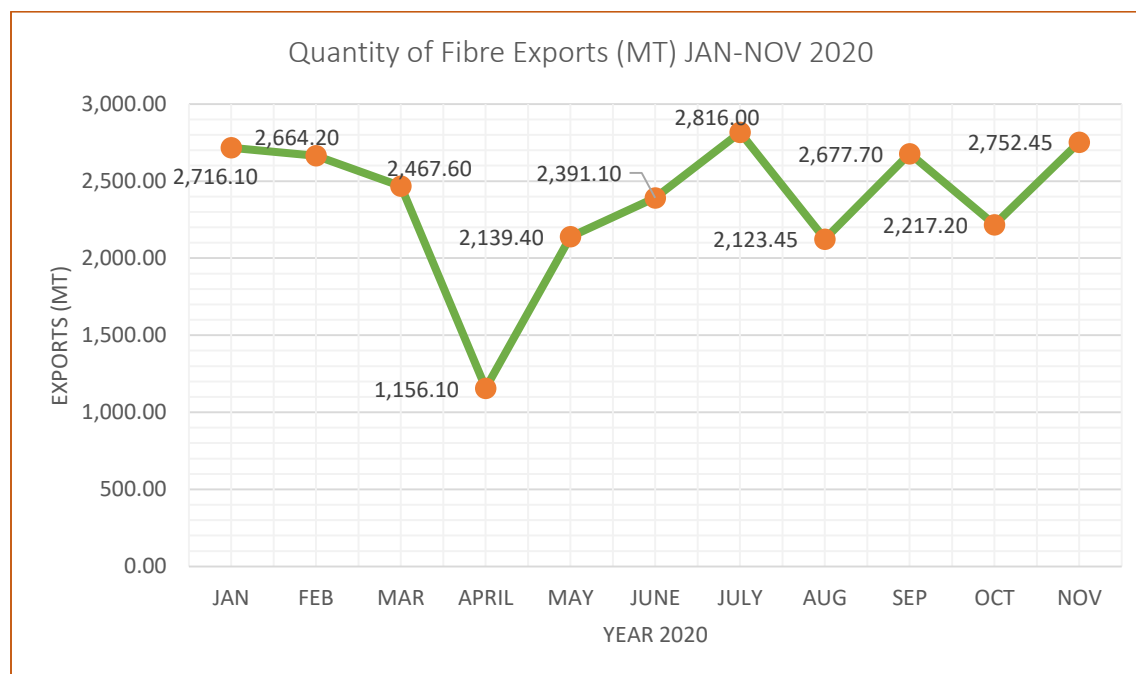
Sisal is predominantly grown by ten (10) sisal estates spread in the Coast, Eastern and Rift Valley regions of the country. Small pockets of production by Smallholder growers are spread all over the arid and semi-arid lands of the country, forming about 5% of the total production. This sisal is mainly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

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 month under review, a total of **2,752.45 MT** was exported to various overseas destinations, valued at **Kshs 445,247,686.14**. This was a 24% increase in volume exported, in comparison to the previous month of October as shown in *Graph 1 below*.

The increase in exports could be attributed to favourable weather conditions experienced during the month.

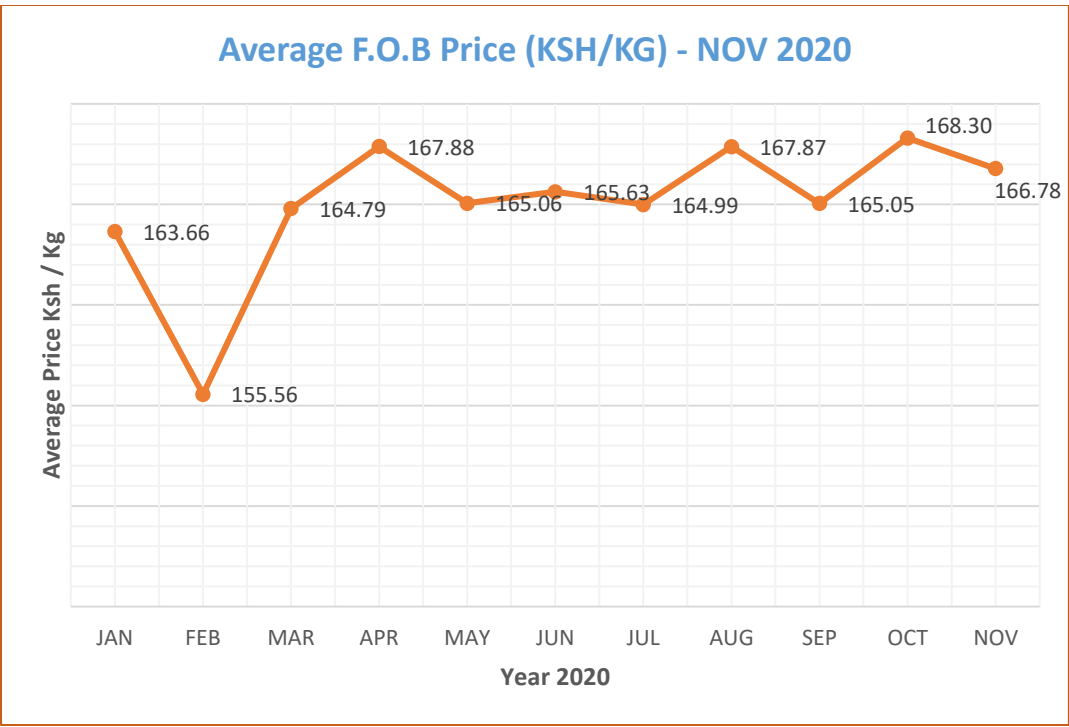


Graph 1: Volume of Exports (MT) – Jan - Nov 2020

Price and grades

The average price of fibre was Ksh **166,781.62** per MT (or US\$ 1,530 per MT), approximately Kshs 166.78 per Kg during the month under review. This was a slight fall in price by 2 % in comparison to the previous month of October as shown in *Graph 2 below*.

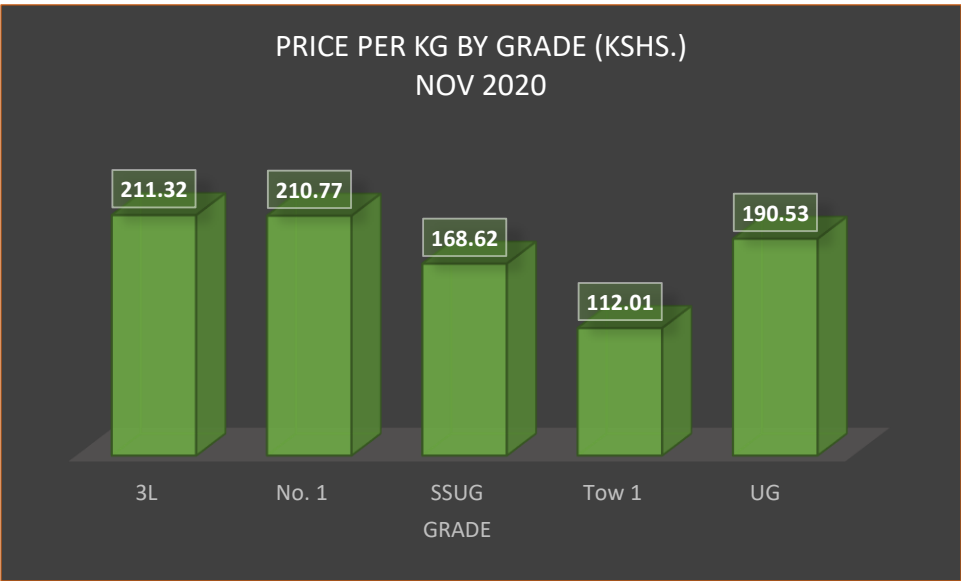
The slight fall could be attributed to the market forces of supply and demand due to increase in supply experienced during the month under review.



Graph 2: Price Trends Jan – Nov 2020

The highest F.O.B price offered was that of grade 3L at Ksh **213,510.18** per MT (USD \$ 1,950 per MT) while the minimum price offered in the same period was Ksh 109,492.4per MT (USD \$ 1000 per MT) for grade Tow 1 to Spain.

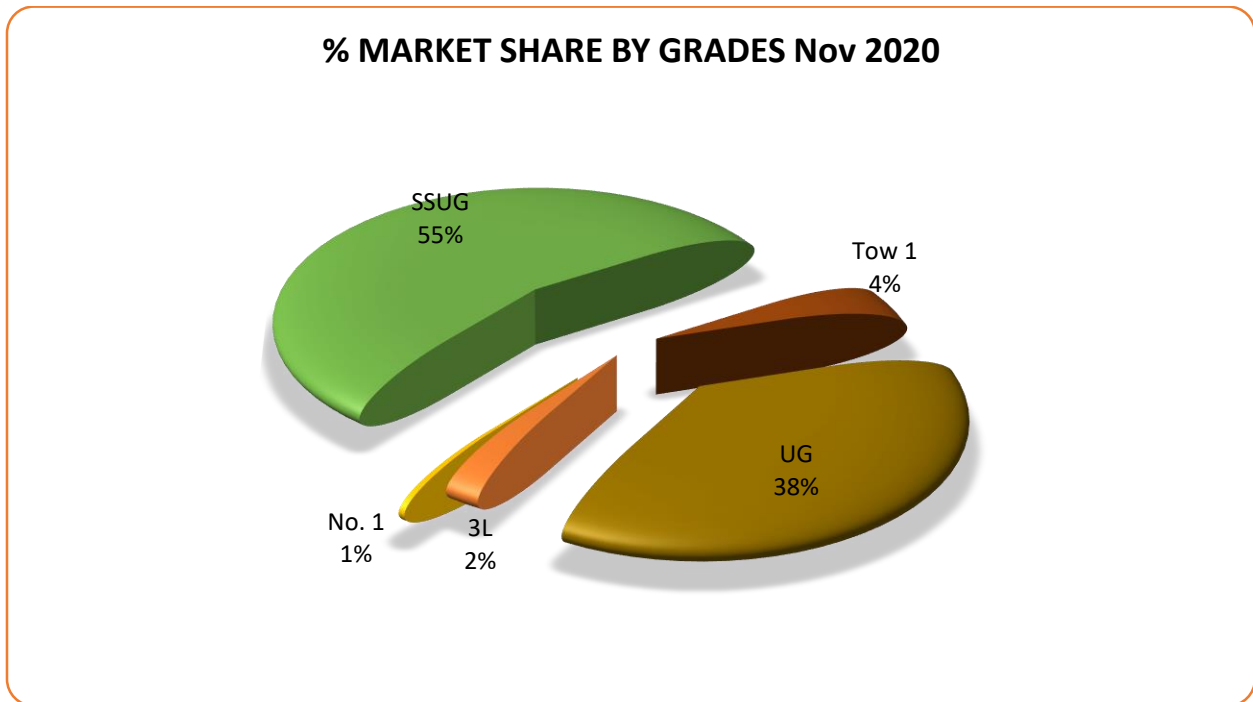
The average F.O.B price per Kg (in Kshs) for the grades is as shown in *Graph 3 below*.



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

Export by Grades

During the month under review, a total of 5 grades were traded in the export market. Grade SSUG for the first time ever was the most popular with an export volume of 1,516.2MT, representing a 55% of all fibre traded. This was followed by UG with 1,047.75 MT representing 38% and TOW 1 with 115 MT representing 4% market share. The details as shown in the *Pie Chart 1 below*



Pie Chart 1: Export Share by Grade, November 2020

Export Destinations

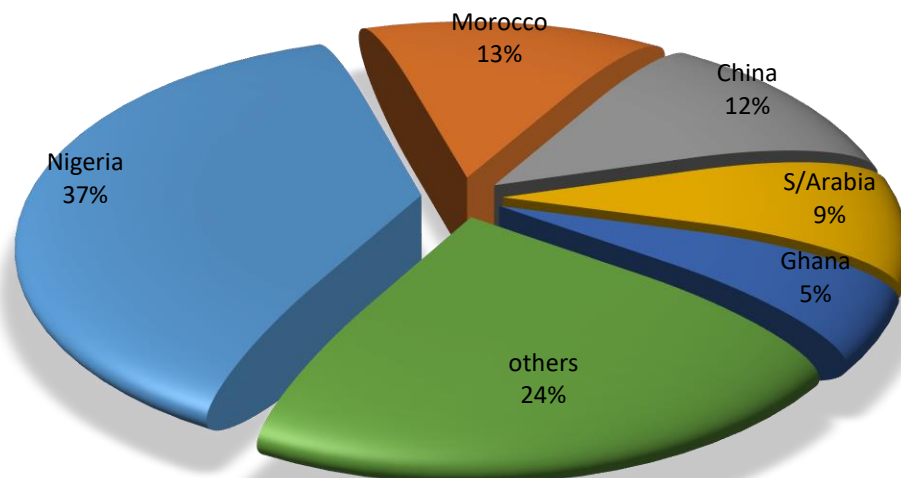
There were a total of 19 export destinations worldwide for fibre during the month under review, compared to 16 in the previous month.

The top five (5) destinations were led by Nigeria, followed by Morocco, China, S/Arabia and Ghana in that order shown in *Pie Chart 2 below*.

It is worth noting that Egypt dropped as a lead export destination to no.7 while Morocco climbed up to position 2 during the month under review.

A total of 2,097.95 MT representing 76% of total volume of exports was exported to the top five destinations while the rest (about 24% of total volume) to the others eleven (14) markets as shown in *Pie chart 2 below*. For detailed export destinations see table 1 below.

% Market Share by Destination volumes



Pie Chart 2: Market Share % for various destinations - Nov 2020

Table 1: EXPORT DESTINATIONS VOLUMES (mt) AND VALUE (KSHS & USD) IN NOVEMBER 2020

Nº.	Destination	Volume Export (MT)	Total value (in US \$)	Total value Kshs.
1	Nigeria	1,022.00	1,365,730.00	148,991,997.40
2	Morocco	360.75	580,251.12	63,318,509.24
3	China	331.00	480,760.00	52,398,428.71
4	S/Arabia	234.00	417,030.00	45,495,317.97
5	Ghana	150.20	196,390.00	21,446,780.73
6	Indonesia	112.00	185,640.00	19,960,262.28
7	Egypt	108.00	167,400.00	18,243,942.93
8	UAE	84.00	145,600.00	15,844,789.24
9	Niger	57.00	72,390.00	7,905,842.43
10	Belgium	48.00	91,860.00	10,057,971.72
11	Spain	46.80	46,800.00	5,124,244.32
12	Togo	28.50	43,320.00	4,731,055.29
13	Guinea	28.00	50,400.00	5,493,897.36
14	India	28.00	42,000.00	4,560,582.60
15	Senegal	28.00	53,200.00	5,824,995.68
16	Germany	25.50	49,725.00	5,444,509.59
17	Syria	25.00	41,250.00	4,484,799.00
18	Ivory coast	23.20	34,800.00	3,810,335.52
19	Israel	12.50	19,375.00	2,109,424.13
	TOTAL	2,752.45	4,083,921.12	445,247,686.14