

Overview of the Industry

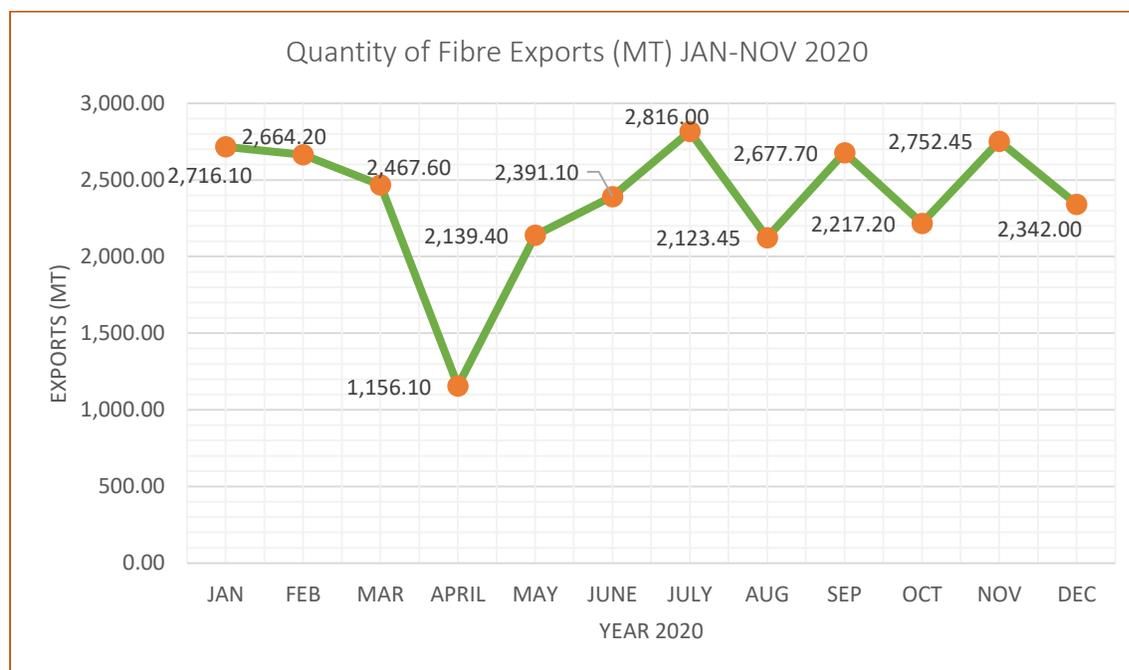
Sisal is predominantly grown by ten (10) sisal estates spread in the Coast, Eastern and Rift Valley regions of the country. Small pockets of production by Smallholder growers are spread all over the arid and semi-arid lands of the country, forming about 5% of the total production. This sisal is mainly 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 **2,342.00 MT** was exported to various overseas destinations, valued at **Kshs 410,843,701.54**. This was a 15% fall in volume exported, in comparison to the previous month of November as shown in *Graph 1 below*:

The fall in exports could be attributed to most factories closing early for the festive season during the month.

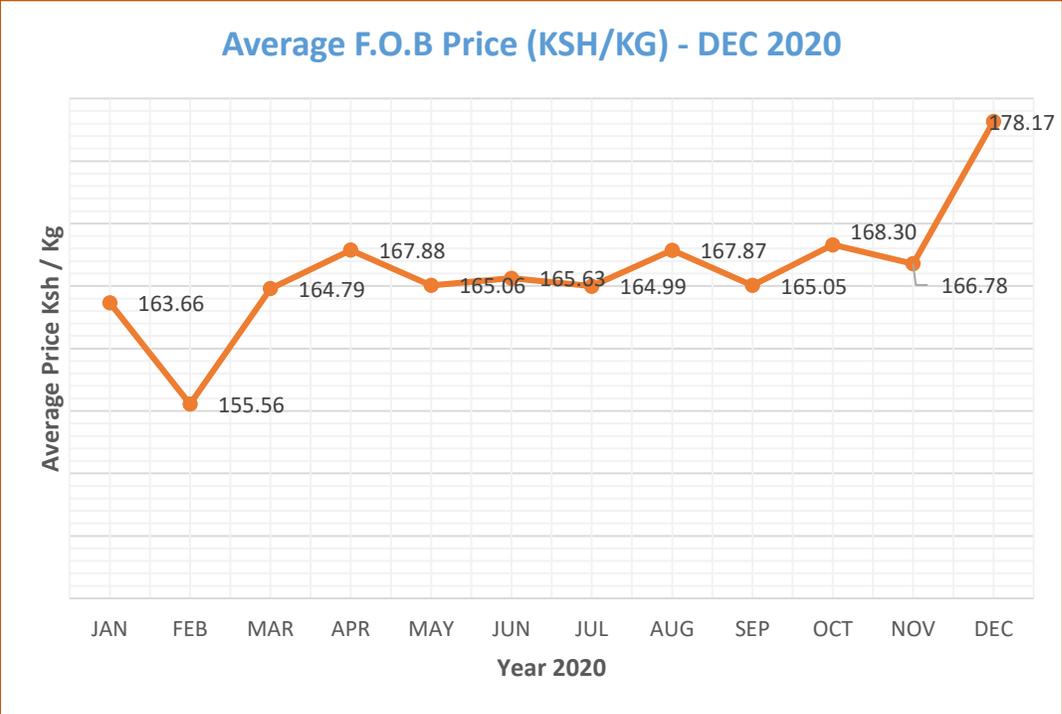


Graph 1: Volume of Exports (MT) – Jan - Nov 2020

Price and grades

The average price of fibre was Ksh **178,165.98** per MT (or US\$ 1,609.44 per MT), approximately Kshs 178.83 per Kg during the month under review. This was a slight increase in price by 7 % in comparison to the previous month of November as shown in *Graph 2 below*.

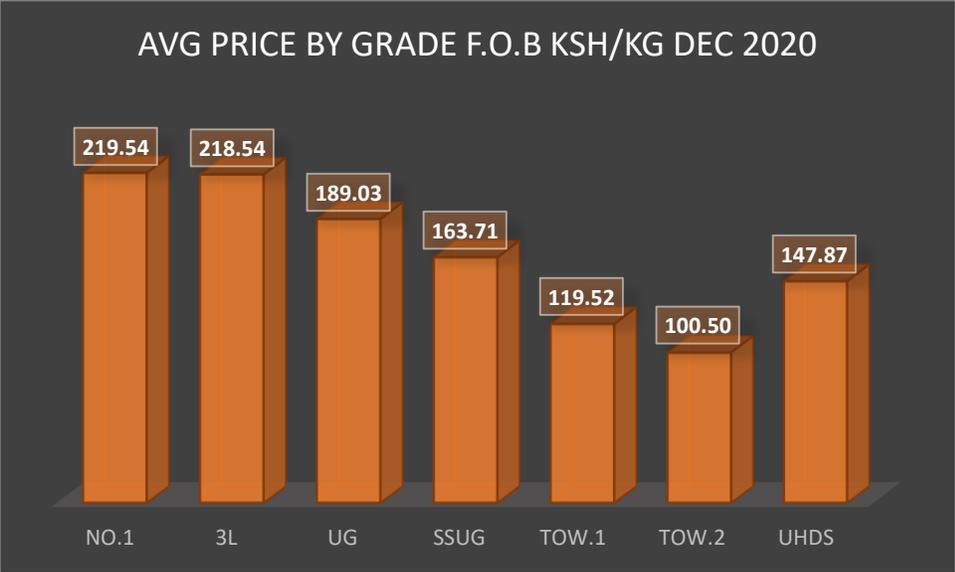
The slight fall could be attributed to the market forces of supply and demand due to increase in supply experienced during the month under review.



Graph 2: Price Trends JAN – DEC 2020

The highest F.O.B price offered was that of grade UG at Ksh **221,281.98** per MT (USD \$ 2,030 per MT) exported to while the minimum price offered in the same period was Ksh 112,743.65 MT (USD \$ 1000 per MT) for TOW. 1 exported to Nigeria.

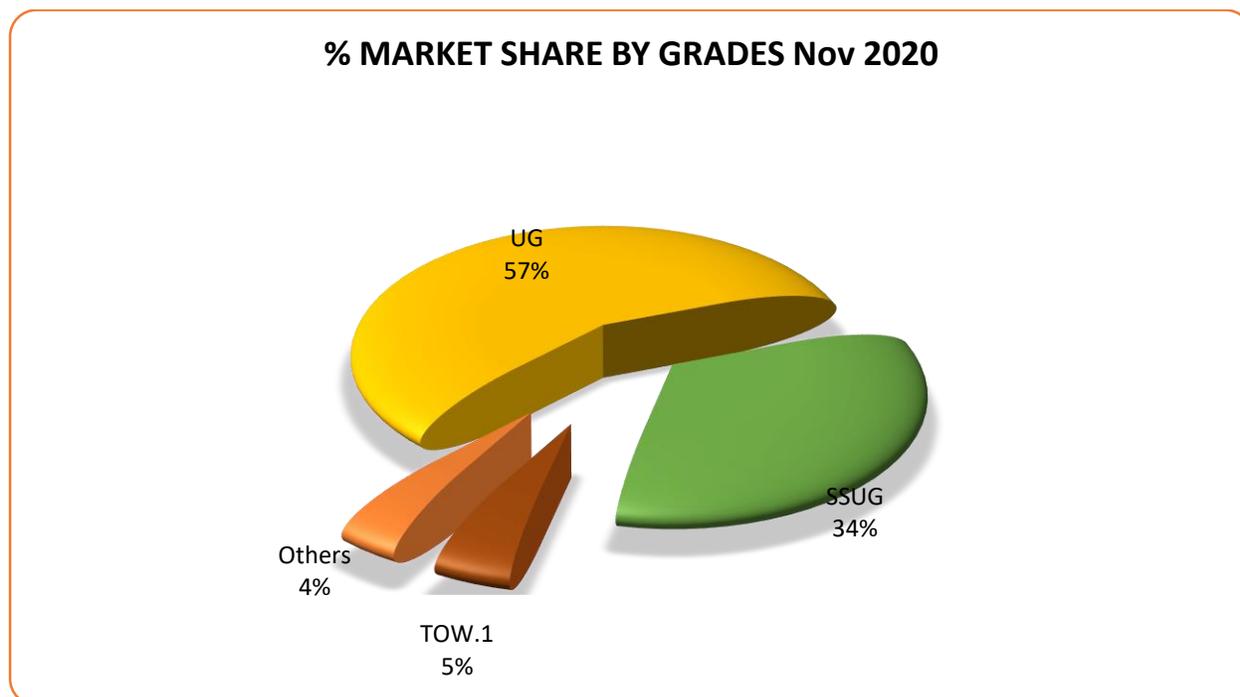
The average F.O.B price per Kg (in Kshs) for the grades is as shown in *Graph 3 below*.



Graph 3: Average F.O.B Price per Kg By Grade (in Kshs) Dec 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 1,33.50 MT, representing a 57% of all fibre traded. This was followed by SSUG with 801.00 MT representing 34% and TOW 1 with 112.7 MT representing 5% market share. Other grades traded included UHDS, TOW.2, NO.1 nd 3L which represented a meagre 4 % of exports as shown in the *Pie Chart 1 below* .



Pie Chart 1: Export Share by Grade, December 2020

Export Destinations

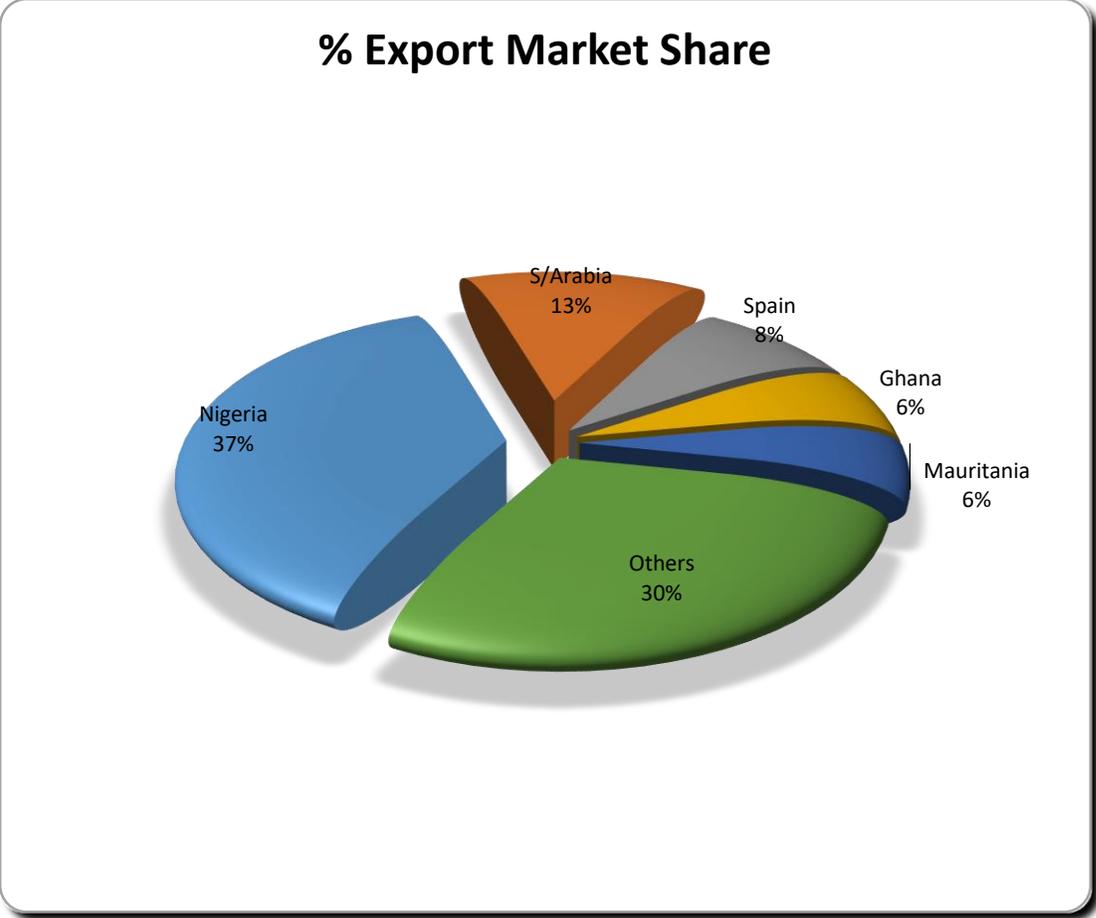
There were a total of 18 export destinations worldwide for fibre during the month under review, compared to 19 in the previous month.

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

It is worth noting that, China which is a major export destination dropped to position 10 while Spain and Mauritania came up in top five for the first time.

A total of 1633.5 MT representing 70% of total volume of exports was exported to the top five destinations while the rest (about 30% of total volume) to the others eleven (13) markets as shown in *Pie chart 2 below*. Other key destinations in the month were Egypt, Morocco, India

and Philippines among others.



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