

## SISAL INDUSTRY PERFORMANCE - MARCH 2021

### Overview of the Industry

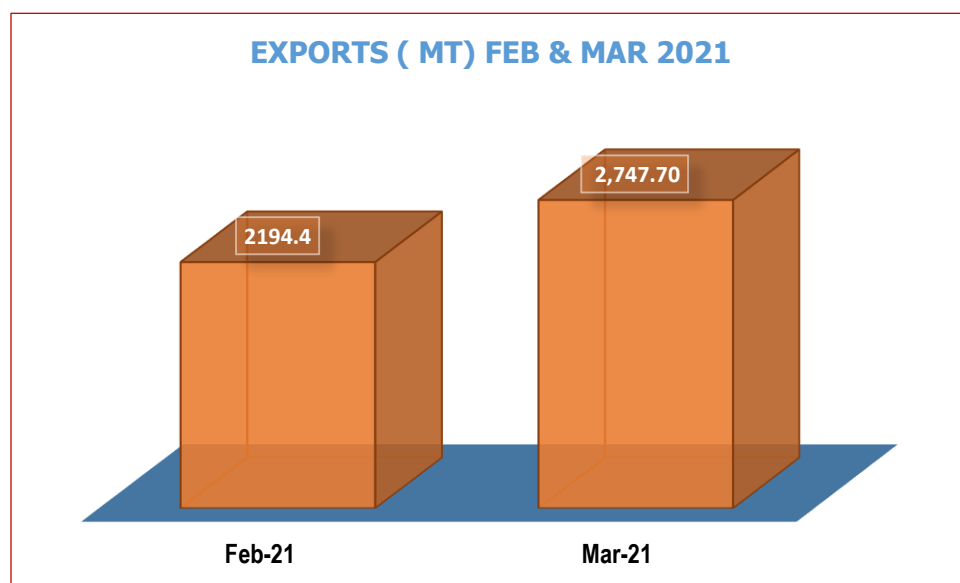
Sisal is predominantly grown by ten (10) sisal estates spread in the Coast, Eastern and Rift Valley regions of the country. Small pockets of production by Smallholder growers are spread all over the arid and semi-arid lands of the country, forming about 5% of the total production. This sisal is mainly 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 **2,747.70** MT was exported to various overseas destinations, valued at **Kshs 479,694,167.69 (USD \$ 4,368,833.25)**.

This was a 25% increase in volume exported, in comparison to the previous period as shown in *Graph 1 below*.



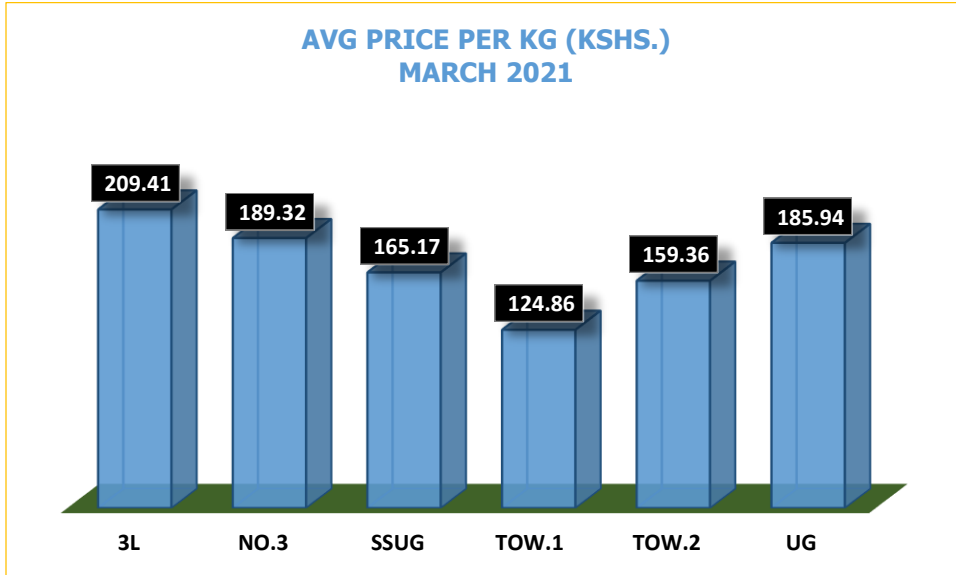
*Graph 1: Volume of Exports (MT) – Feb & Mar 2021*

### Price and grades

The average price of fibre was **Ksh 175,144.99 per Kg** (or US\$ 1,594.91 per MT), approximately Kshs 175.14 per Kg during the month under review. This was a slight increase in price by 0.5 % in comparison to the previous month of February where the price was Ksh 174.28 per Kg.

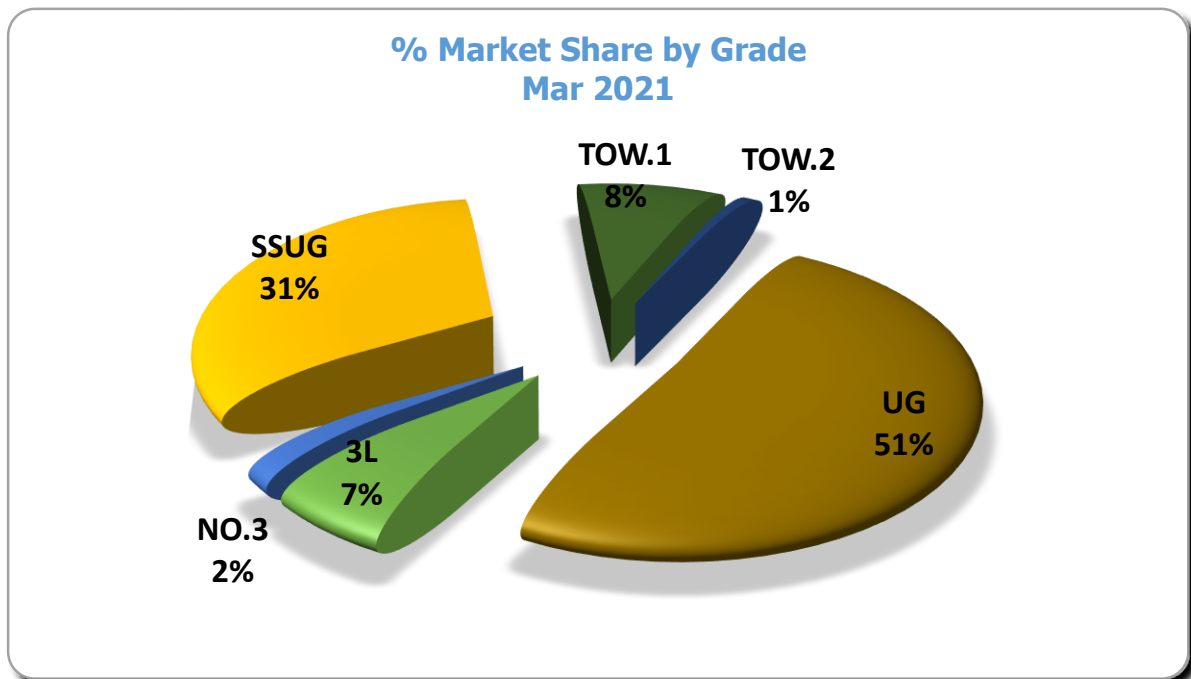
The highest F.O.B price offered was Ksh **214,016.10** per MT (USD \$ 1,950 per MT) for grade 3L exported to India, while the minimum price offered in the same period was Ksh. 101,108.00 per MT (USD \$ 920 per MT) for TOW. 1 exported to Ghana.

The average F.O.B price per Kg (in Kshs) for the grades is as shown in *Graph 2 below*, where the highest average prices per Kg was that of grade 3L at Kshs 211.21 per Kg.



Graph 2: Average F.O.B Price per Kg By Grade (in Kshs) Mar 2021

## Export by Grades



Pie Chart 1: Market Share % by Grade March 2021

During the month under review, seven (6) grades were traded in the export market. Grade UG was the most popular with an export volume of 1,400.75 MT, representing a 51% of all fibre traded. This was followed by SSUG with 859.2 MT representing 31 % market share. *See details in Pie Chart 1 above.*

## Exports by Destinations

There were a total of 15 export destinations worldwide for fibre during the month under review, compared to 21 in the previous month.

Nigeria continued being the leading export destination where a total of 751 MT was exported, an equivalent of 30% of all exports. Other top destinations were Morocco, China, S/Arabia and Spain in that order. *For details, see Pie Chart 2 and Table 1 below.*

The top five (5) export destinations volume comprised of an equivalent of 69% of all the sisal fibre exports during the month under review, indicating the importance of these particular Overseas markets.



*Pie Chart 2: % Market Share for various Export destinations - Mar 2021*

Table 1: Exports by Destinations March 2021

Destination	Tons	Total value in US \$	Total value (Kshs.)
Nigeria	751.00	1,119,130.00	122,865,229.16
Morocco	416.70	683,540.00	74,987,299.49
China	304.00	494,761.25	54,334,534.44
S/Arabia	239.00	428,850.00	47,118,138.12
Spain	189.80	275,910.00	30,281,385.41
Ghana	183.70	223,970.00	24,689,031.41
Egypt	161.00	261,967.00	28,757,874.55
India	112.00	211,400.00	23,201,223.92
Philippines	100.00	170,000.00	18,657,555.00
Belgium	96.00	183,360.00	20,114,757.12
Libya	85.50	128,535.00	14,112,734.31
Gambia	28.00	51,520.00	5,654,258.12
Guinea	28.00	46,200.00	5,070,394.56
Senegal	28.00	48,440.00	5,316,377.08
Mauritania	25.00	41,250.00	4,533,375.00
	<b>2,747.70</b>	<b>4,368,833.25</b>	<b>479,694,167.69</b>