

## SISAL INDUSRY QUARTERLY PERFORMANCE JULY – SEPT 2020

### EXPORTS

During the quarter under review a total of **7, 617.20 MT** of sisal fibre was exported to various export destinations at a value of **USD \$ 11,510,656.62** an equivalence of **Kshs 1,237,683,837.31**.

The Month of July had the highest export volume in comparison to the others during the period under review. [*See Chart 1 below for more details*]

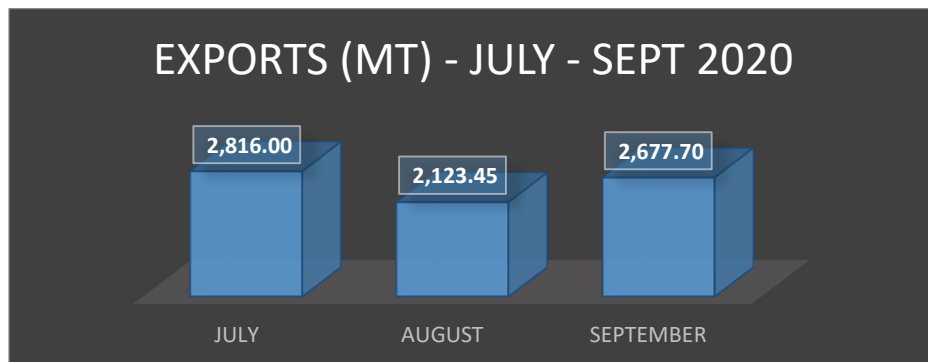


Chart 1:Export Volumes (MT) July -Sept 2020

In comparison to the previous year during the same period, exports were higher in the current period under review by 38%. The upward trend could be attributed to various firms increasing exports to recoup the time they had lost due to COVID 19 pandemic in the previous season, so as to meet their annual targets. [*See Chart 2 below for more details*]

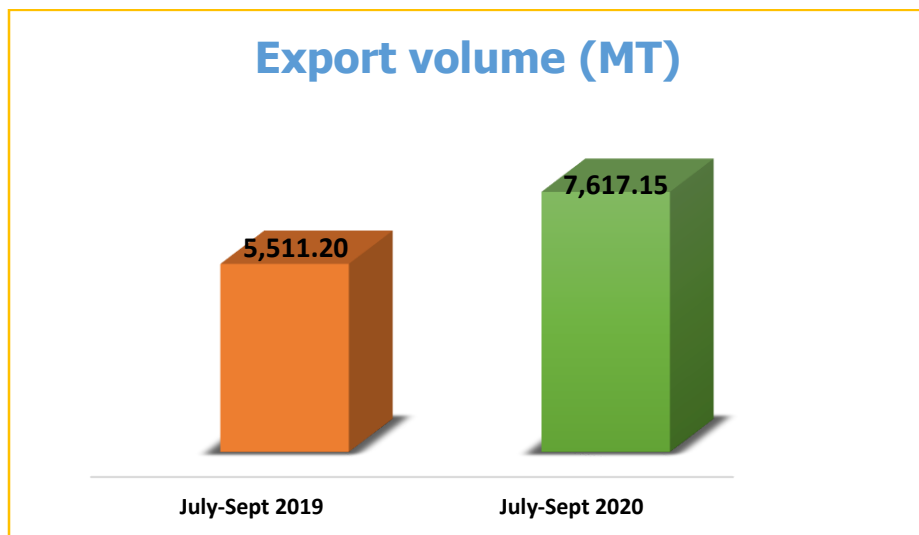


Chart 2: Comparison of Exports Volumes (MT) 2019 vs 2020 (July- Sept)

## PRICES AND GRADES

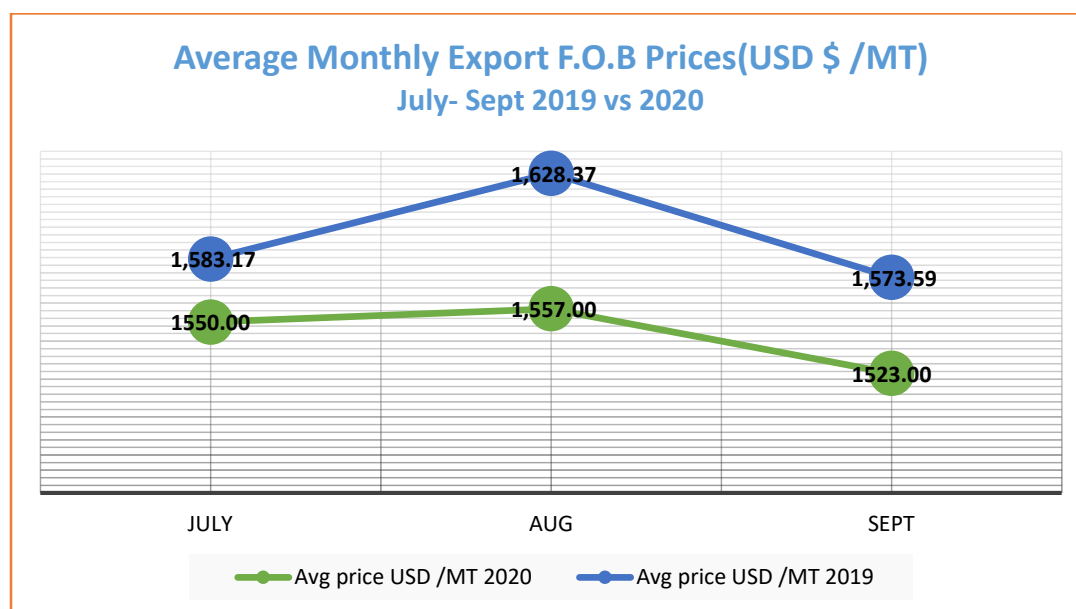
### Prices

During the period under review, the overall average price was USD \$ 1,541.98 Per MT (approximately Kshs 165,867.12 Per MT or Kshs 165.87 per Kg)

The month by month, average price during the period under review is as shown in the *graph 1 below*.

In comparison to the previous year during the same period, prices dipped during the current period. [see *graph 1 below*].

This significant downward slide in prices could be attributed to uncertainties in the market due to the COVID -19 pandemic and other market forces of supply and demand in the current year.



Graph 1: Monthly Average price trends July -Sept (2019 and 2020)

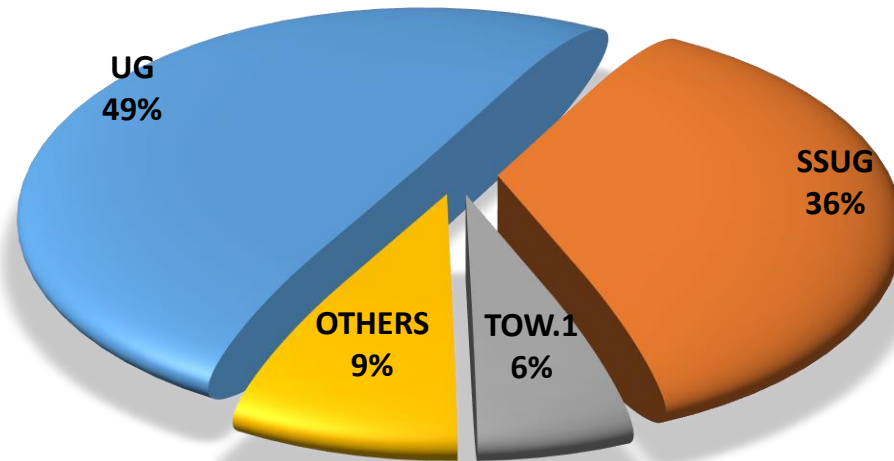
### Grades

A total of eight (8) sisal fibre grades were traded in the export market during the quarter under review. Grade UG was the most traded with a total of **3,780.50 MT** being exported, fetching a total of **USD \$ 6,329,269.12** an equivalence of **Kshs 680,475,368.26**). This was a 49% market share of all fibre exported during the period under review.

This was followed by SSUG and TOW.1 as shown in the Pie chart 1 below.

Other grades exported were TOW.2, No.3, 3L, UHDS and No.1

### % Market Share by Grades July - Sept 2020



*Pie Chart 1: Market Share % by Grade July - Sept 2020*

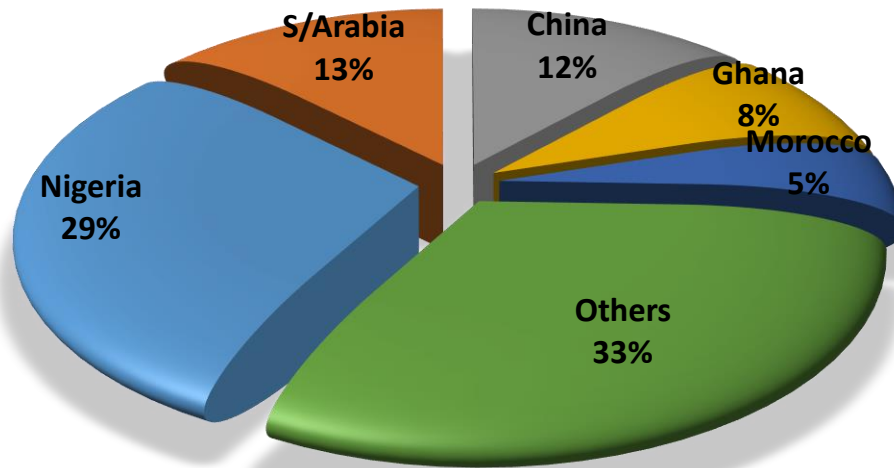
### SISAL DESTINATIONS

During the period under review, fibre was exported to a total of 26 export destinations, more than by one (1) in comparison to the same period in the previous year. Sri Lanka re-entered into the market after almost two years in absence.

The leading export destination during the period under review was Nigeria with a total of **2,199.5 MT** being exported, representing a 29% market share. This was valued at **USD \$3,126,815.00**, an equivalence of **Kshs 336,833,190.33**

The top 5 market destinations had a total share of 67 % of all volume of sisal exported. These were Nigeria, S/Arabia, China, Ghana and Morocco in that order. The other 21 destinations' exports totaled to 33.0% [see Pie Chart 2 below for more details].

## Market %Share by Destination July - Sept 2020



*Pie Chart 2: Sisal Fibre Market % Share by Destination July - Sept 2020*