



Exploring Kenya's Automotive Market: Opportunities and Strategies

Mashood Khan



Kenya stands as East Africa's foremost business and transportation hub, with Mombasa Port facilitating 80% of the region's trade.

The nation's ambitious Kenya Vision 2030 aims for a transformation into a middle-income country with a high quality of life for all citizens, emphasizing industrialization and environmental sustainability.

Key Economic Indicators:

Country Name: The Republic of Kenya

Population: 53 million

GDP Annual Growth: 7.1%

GDP Per Capita: \$2,090

Inflation Rate: 6.3%

Interest Rate (AVG): 8.75%

Government Debt to GDP ratio (AVG): 70%

Exchange Rate: 1 USD = 146.90 Kenyan Shilling

Strategic Imperatives:

Exporters targeting the Kenyan market must adopt a focused approach, conducting thorough market research and understanding local preferences. Developing quality products at competitive prices is crucial, alongside forging strategic partnerships to navigate the dynamic market landscape.

Export Potential to Kenya:

Kenya presents opportunities for exporters, particularly in automotive batteries, tyres, spare parts, ball bearings, water pumps, and electronics. African buyers, often price-sensitive, seek low-cost goods, presenting a niche market for exporters.

Tariff Structure:

Kenya maintains a favorable tariff structure for the import of vehicles, tractor parts and accessories, with average tariffs ranging from 2.4% to 23.1%. This have to study in accordingly your H.S. Code and see your Kenya market potential.

Market Analysis:

Examining Kenya import trends, we observe a substantial demand for vehicles and related accessories, with top importing countries including Japan, India, China, South Africa & Thailand, Germany, United Kingdom, Brazil, Turkey, Korea and Mexico.

Delving deeper into specific product categories, we identify H.S. Code 87..., encompassing parts and accessories for tractors and motor vehicles, as a promising avenue for export expansion.

In conclusion,

Kenya's automotive market offers ample opportunities for exporters willing to tap into its burgeoning economy. With the right strategy and a keen understanding of local dynamics, exporters can establish a strong foothold.

By Mashood Khan

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Exclusive written for Automark Magazine

Kenya Import From Pakistan and Import From World in 2022, Product Code: " 87 "

Product Code	Product Label	Select your indicators	
		Kenya's imports from Pakistan	Kenya's imports from world
		Value in 2022, USD thousand	Value in 2022, USD thousand
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	2872	1056230

List of products at 4 digit level imported by Kenya-2022

Detailed products in the following category: **87 Vehicles other than railway or tramway**

Code	Product label	Select your indicators	
		Value imported in 2022 (USD thousand)	Average tariff (estimated) applied by Kenya (%)
'TOTAL	All products	21127751	10.4

'8703	Motor cars and other motor vehicles principally designed for the transport of ...	429610	19.2
'8704	Motor vehicles for the transport of goods, incl. chassis with engine and cab	174054	10.1
'8701	Tractors (other than tractors of heading 8709)	122376	2.4
'8711	Motorcycles, incl. mopeds, and cycles fitted with an auxiliary motor, with or without side-cars; ...	117017	11.8
'8708	Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, ...	96558	8.8
'8702	Motor vehicles for the transport of >= 10 persons, incl. driver	37657	13.1
'8716	Trailers and semi-trailers; other vehicles, not mechanically propelled (excl. railway and tramway ...	26585	6
'8714	Parts and accessories for motorcycles and bicycles and for carriages for disabled persons, ...	22143	9.1
'8705	Special purpose motor vehicles (other than those principally designed for the transport of ...	18332	0
'8712	Bicycles and other cycles, incl. delivery tricycles, not motorized	5571	9.2
'8707	Bodies, incl. cabs, for tractors, motor vehicles for the transport of ten or more persons, ...	3190	23.1
'8713	Carriages for disabled persons, whether or not motorised or otherwise mechanically propelled ...	1680	0
'8710	Tanks and other armoured fighting vehicles, motorised, whether or not fitted with weapons, ...	651	0
'8715	Baby carriages and parts thereof, n.e.s.	586	23.1
'8709	Works trucks, self-propelled, not fitted with lifting or handling equipment, of the type used ...	220	0

AUTO PARTS EXHIBITIONS IN KEYA 2024-2025

DATE	EXHIBITION NAME	CITY AND EXHIBITION CENTER
03 - 05 July 2024	AFRICA AutoEXPO 2024	Nairobi, KenyaCairo, The KneyattaInternational Convention Centre (KICC)

List of products imported by Kenya detailed products in the following Six Digit H. S. Code category: 87..Vehicles other than railway or tramway, rolling stock, and Parts and accessories thereof....

Unit: US Dollar Thousand

Code	Product label	Imported value in 2018	Imported value in 2019	Imported value in 2020	Imported value in 2021	Imported value in 2022
'870323	Motor cars and other motor vehicles principally designed for the transport of ...	234563	245593	181779	190583	154798
'871120	Motorcycles, incl. mopeds, with reciprocating internal combustion piston engine of a cylinder ...	105577	122527	124317	185348	114991
'870333	Motor cars and other motor vehicles principally designed for the transport of ...	68958	69349	60167	79971	92287
'870322	Motor cars and other motor vehicles principally designed for the transport of ...	154391	148082	124679	127934	90968
'870422	Motor vehicles for the transport of goods, with only compression-ignition internal combustion ...	100401	97799	91965	157625	80450
'870332	Motor cars and other motor vehicles principally designed for the transport of ...	32345	29872	29674	35811	47830
'870120	Road tractors for semi-trailers	98250	64043	82437	110737	34296
'870210	Motor vehicles for the transport of >= 10 persons, incl. driver, with only diesel engine	30270	62271	44650	29544	34143
'870899	Parts and accessories, for tractors, motor vehicles for the transport of ten or more persons, ...	28726	34955	45715	48193	27499
'870880	Suspension systems and parts thereof, incl. shock-absorbers, for tractors, motor vehicles for ...	12726	11479	11733	13972	13955
'871640	Trailers and semi-trailers, not designed for running on rails (excl. trailers and semi-trailers ...	7370	12075	8559	19451	13425
'870830	Brakes and servo-brakes and their parts, for tractors, motor vehicles for the transport of ...	10959	11588	11658	13951	13133
'871410	Parts and accessories of motorcycles, incl. mopeds, D.E.S.	9583	8540	12643	12918	12208
'870410	Dumpers for off-highway use	2132	930	7507	16419	12029
'870321	Motor cars and other motor vehicles principally designed for the transport of ...	10816	17836	14935	16309	11910
'870829	Parts and accessories of bodies for tractors, motor vehicles for the transport of ten or more ...	11832	9100	8917	11038	9597

