



**GENERAL INFORMATION - 2016**

<b>Population</b> 48.5 Millions	<b>GDP</b> 70 526 Millions current US\$	<b>Merchandise trade</b> 19 800 Millions current US\$
<b>Internet users</b> 12.6 Millions	<b>GDP growth</b> 5.8 %	<b>Land area</b> 569 140 km <sup>2</sup>

Source: UNCTAD and ITU (complete URL addresses in the General Notes)

**E-COMMERCE ASSESSMENT - 2017**

<b>Rank in UNCTAD B2C E-commerce Index</b>	<b>Rank in ITU ICT Development Index</b>	<b>Rank in WEF Networked Readiness Index</b>
82/144	138/176	86/139

Source: UNCTAD, ITU and WEF (complete URL address in the General Notes) Note: 1 = Best

**ICT INFRASTRUCTURE AND SERVICES - 2016**

Internet users, 26.0

Fixed broadband subscriptions, 0.3

Active mobile broadband subscriptions, 25.9

**Fixed broadband Internet tariffs, PPP \$/month**

Highest tariff: 874.4

500

50

Tariffs in 50% of eco. are below this value: 34.1

Lowest tariff: 5.1

**KENYA, 101.6**

Source: ITU (complete URL address in the General Notes)

**PAYMENTS - 2014**

Debit card used in the past year	KENYA, 11.2	AFRICA, 7.6	WORLD, 21.9
Credit card used in the past year	KENYA, 2.7	AFRICA, 1.8	WORLD, 13.5
Used an account to make a transaction through a mobile phone	KENYA, 19.3	AFRICA, 4.9	WORLD, 8.5

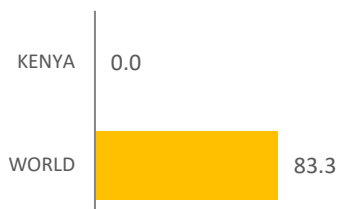
Per 100 inhabitants

Source: World Bank (complete URL address in the General Notes)

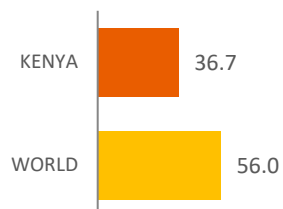
## COUNTRY PROFILE: KENYA

### TRADE LOGISTICS - 2016

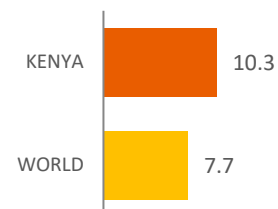
#### Percent of population having mail delivered at home



#### Postal reliability index (0 to 100, 100 = Best)

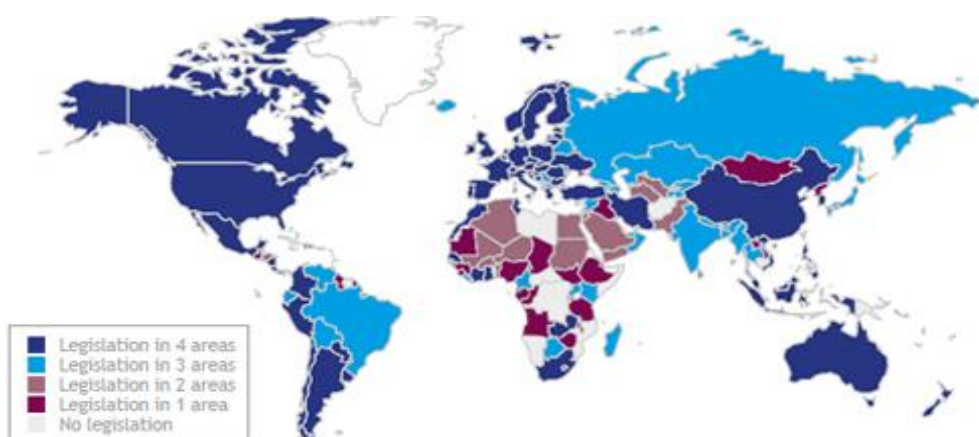


#### Days to clear direct exports through customs



Source: UPU and World Bank (complete URL addresses in the General Notes)

### LEGAL AND REGULATORY FRAMEWORKS - 2017



#### KENYA

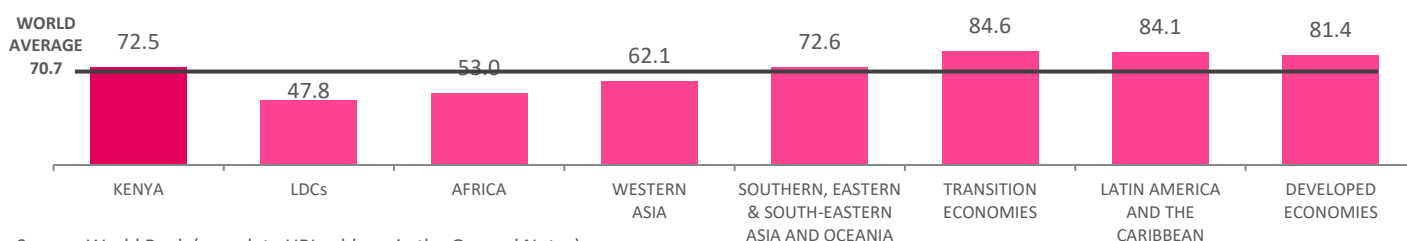
Electronic Transactions:	Legislation
Consumer Protection:	Legislation
Privacy and data protection:	Draft legislation
Cybercrime:	Legislation

Source: UNCTAD

For more information see: [http://unctad.org/en/Pages/DTL/STI\\_and\\_ICTs/ICT4D-Legislation/eCom-Global-Legislation.aspx](http://unctad.org/en/Pages/DTL/STI_and_ICTs/ICT4D-Legislation/eCom-Global-Legislation.aspx)

### SKILLS DEVELOPMENT - 2013-17

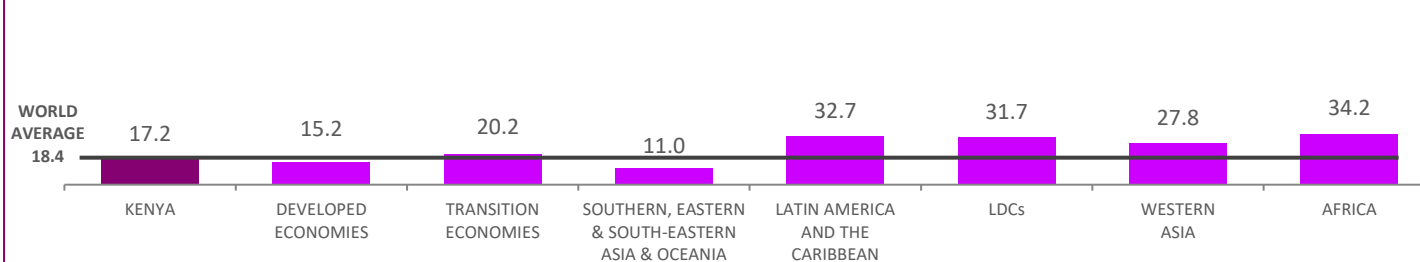
#### Percentage of firms using e-mail to interact with clients/suppliers



Source: World Bank (complete URL address in the General Notes)

### FINANCING FOR eCOMMERCE - 2014-15

#### Percentage of firms identifying access to finance as a major constraint



Source: World Bank (complete URL address in the General Notes)

## COUNTRY PROFILE: GENERAL NOTES

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### NOTES:

- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs.

### SYMBOLS FOR MISSING VALUES:

0: Zero means nil or negligible

#N/A: Not available or not publishable

### FOR MORE INFORMATION ON DATA SOURCES SEE:

- ITU, World Telecommunication/ICT Indicators database: <http://www.itu.int/en/ITU-D/Statistics/Pages/publications/wtid.aspx>
- UNCTAD, UNCTADStat: <http://unctadstat.unctad.org>
- UPU, Postal Statistics: <http://www.upu.int/en/resources/postal-statistics/about-postal-statistics.html>
- World Bank, E-trade Indicators: <http://wits.worldbank.org/analyticaldata/etrade-indicators.aspx>
- WEF, Networked Readiness Index: <http://reports.weforum.org/global-information-technology-report-2016/networked-readiness-index>

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### GENERATION DATE:

3 July 2018