COUNTRY PROFILE: KENYA

GENERAL INFORMATION - 2016

- Population: 48.5 Millions
- GDP: 70.526 Millions current US$
- Merchandise trade: 19.800 Millions current US$
- Internet users: 12.6 Millions
- GDP growth: 5.8%
- Land area: 569,140 km²

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

E-COMMERCE ASSESSMENT - 2017

- Rank in UNCTAD B2C E-commerce Index: 82/144
- Rank in ITU ICT Development Index: 138/176
- Rank in WEF Networked Readiness Index: 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: 25.9
- Active mobile broadband subscriptions: 0.3
- Fixed broadband Internet tariffs, PPP $/month:
  - Highest tariff: 874.4
  - Lowest tariff: 5.1
  - Tariffs in 50% of eco. are below this value: 34.1

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

PAYMENTS - 2014

- Debit card used in the past year: KENYA, 11.2
- Credit card used in the past year: KENYA, 2.7
- Used an account to make a transaction through a mobile phone: KENYA, 19.3

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

TRADE LOGISTICS - 2016

Percent of population having mail delivered at home

- **Kenya**: 0.0%
- **World**: 83.3%

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

- **Kenya**: 36.7
- **World**: 56.0

Days to clear direct exports through customs

- **Kenya**: 10.3
- **World**: 7.7

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**: Legislation
- **Cybercrime**: Draft legislation

Source: UNCTAD


SKILLS DEVELOPMENT - 2013-17

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

- **World Average**: 70.7%
- **Kenya**: 62.1%
- **LDCs**: 47.8%
- **Africa**: 53.0%
- **Western Asia**: 72.6%
- **Southern, Eastern & South-Eastern Asia & Oceania**: 62.1%
- **Transition Economies**: 84.6%
- **Latin America and the Caribbean**: 84.1%
- **Developed Economies**: 81.4%

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

- **World Average**: 18.4%
- **Kenya**: 11.0%
- **Developed Economies**: 15.2%
- **Transition Economies**: 20.2%
- **Southern, Eastern & South-Eastern Asia & Oceania**: 32.7%
- **Latin America and the Caribbean**: 31.7%
- **LDCs**: 27.8%
- **Western Asia**: 27.8%
- **Africa**: 34.2%

Source: World Bank (complete URL address in the General Notes)
COUNTRY PROFILE: GENERAL NOTES

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:
- UNCTAD, UNCTADStat: http://unctadstat.unctad.org

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