



GENERAL INFORMATION - 2017

Population 49.7 Millions	GDP 74 938 Millions current US\$	Merchandise trade 22 434 Millions current US\$
Internet users 8.9 Millions	GDP growth 4.9 %	Land area 569 140 km ²

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

E-COMMERCE ASSESSMENT - 2016-18

Rank in UNCTAD B2C E-commerce Index	Rank in ITU ICT Development Index	Rank in WEF Networked Readiness Index
89/151	138/176	86/139

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

ICT INFRASTRUCTURE AND SERVICES - 2017

Per 100 inhabitants

Internet users, 17.8

Fixed broadband subscriptions, 0.6

Active mobile broadband subscriptions, 34.1

Fixed broadband Internet tariffs, PPP \$/month

Highest tariff: 277.8

KENYA, 101.1

Tariffs in 50% of eco. are below this value: 34.2

Lowest tariff: 6.8

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

PAYMENTS - 2014-17

Debit card used in the past year	KENYA, 11.0	AFRICA, 7.9	WORLD, 30.6
Credit card used in the past year	KENYA, #N/A	AFRICA, 10.3	WORLD, 27.7
Mobile phone or the internet used to access a financial institution account in the past year	KENYA, 31.8	AFRICA, 7.0	WORLD, 21.6

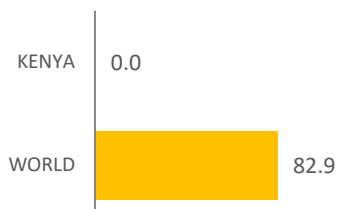
Per 100 inhabitants

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

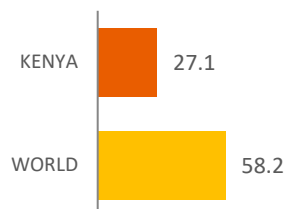
COUNTRY PROFILE: KENYA

TRADE LOGISTICS - 2013-18

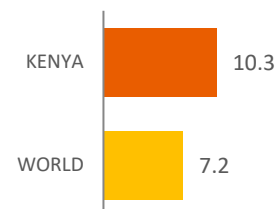
Percent of population having mail delivered at home



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

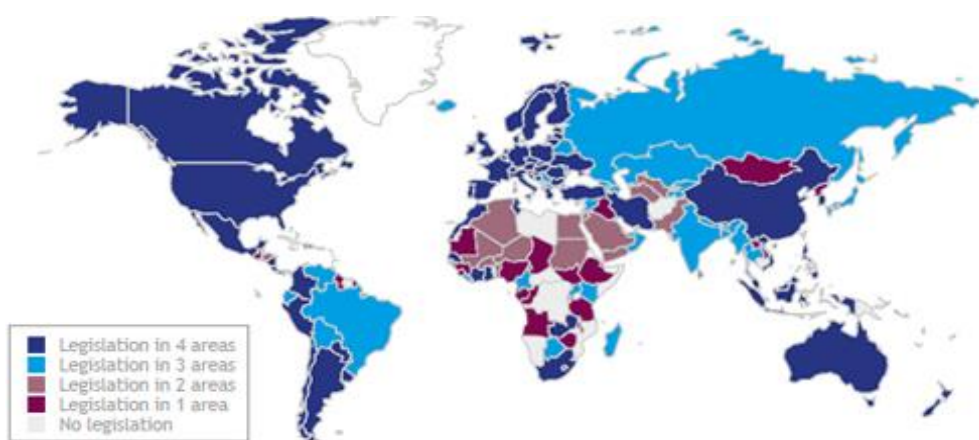


Days to clear direct exports through customs



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

LEGAL AND REGULATORY FRAMEWORKS - 2019



KENYA

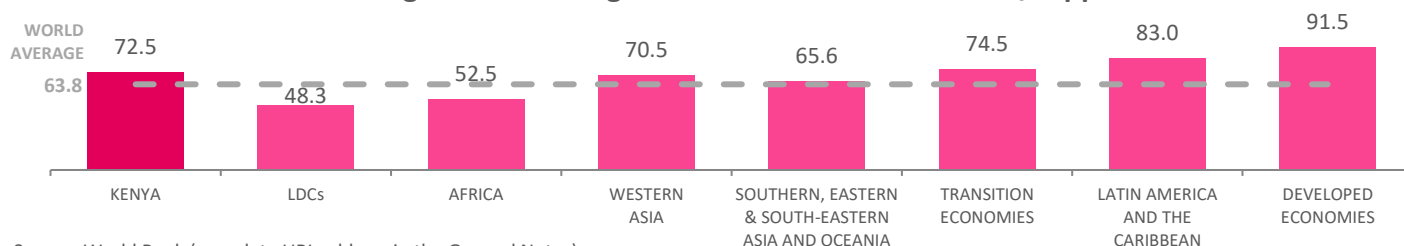
Electronic Transactions:	Legislation
Consumer Protection:	Legislation
Privacy and data protection:	Draft legislation
Cybercrime:	Legislation

Source: UNCTAD

For more information see: http://unctad.org/en/Pages/DTL/STI_and_ICTs/ICT4D-Legislation/eCom-Global-Legislation.aspx

SKILLS DEVELOPMENT - 2013-17

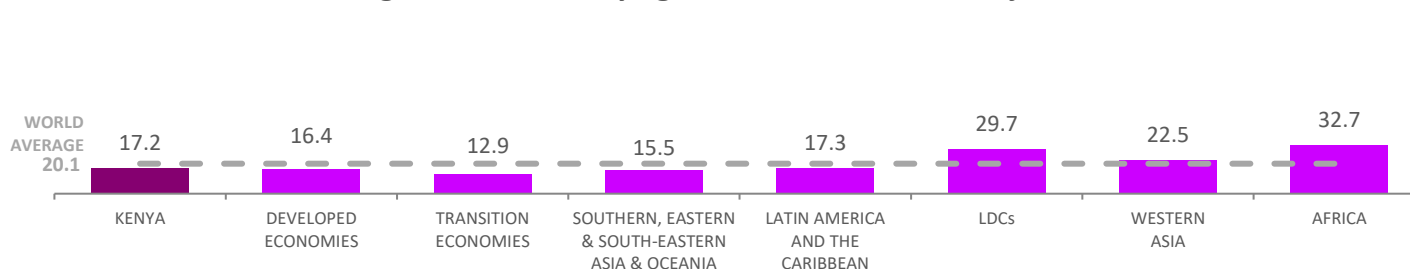
Percentage of firms using e-mail to interact with clients/suppliers



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

FINANCING FOR eCOMMERCE - 2013-17

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

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. Regional average values relate to developing economies in those regions.

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>

DISCLAIMER:

- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

GENERATION DATE:

21 March 2019