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 addresses in the General Notes)

Note: 1 = Best

ICT INFRASTRUCTURE AND SERVICES - 2016

- Internet users: 26.0
- Active mobile broadband subscriptions: 25.9
- Fixed broadband subscriptions: 0.3

Fixed broadband Internet tariffs, PPP $/month

- Highest tariff: 874.4
- Lowest tariff: 5.1

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:** 81.8
  - Source: UPU and World Bank (complete URL addresses in the General Notes)

- **Postal reliability index (0 to 100, 100 = Best)**
  - **KENYA:** 36.7
  - **WORLD:** 54.2
  - Source: UNCTAD

- **Days to clear direct exports through customs**
  - **KENYA:** 10.3
  - **WORLD:** 6.5
  - Source: World Bank (complete URL address 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


SKILLS DEVELOPMENT - 2013-17

- **Percentage of firms using e-mail to interact with clients/suppliers**
  - **WORLD AVERAGE:** 60.9
  - **KENYA:** 72.5
  - **LDCs:** 46.5
  - **AFRICA:** 52.0
  - **WESTERN ASIA:** 47.7
  - **SOUTHERN, EASTERN & SOUTH-EASTERN ASIA AND OCEANIA:** 70.0
  - **TRANSITION ECONOMIES:** 83.0
  - **LATIN AMERICA AND THE CARIBBEAN:** 81.1
  - **DEVELOPED ECONOMIES:** 20.7
  - 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:** 15.9
  - **KENYA:** 17.2
  - **DEVELOPED ECONOMIES:** 4.0
  - **TRANSITION ECONOMIES:** 19.9
  - **SOUTHERN, EASTERN & SOUTH-EASTERN ASIA & OCEANIA:** 10.6
  - **LATIN AMERICA AND THE CARIBBEAN:** 31.5
  - **LDCs:** 30.8
  - **WESTERN ASIA:** 21.3
  - **AFRICA:** 33.5
  - Source: World Bank (complete URL address in the 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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- 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:
13 April 2018