

Kenya Expands Tea Exports, Targets New Markets Growth



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KERICHO, Kenya, May 22 Kenya has pledged to diversify tea export markets and expand product range to boost earnings and reduce reliance on traditional buyers, officials said.

Agriculture and Livestock Development Cabinet Secretary Mutahi Kagwe said the government is implementing strategies to expand Kenya's tea presence across Asia, the Middle East, Europe, Africa and North America.

Speaking in Kericho County during International Tea Day celebrations, he said Kenya is also promoting investment in value addition and product diversification to strengthen long-term competitiveness.

He said the future of Kenya's tea industry lies beyond bulk exports toward higher-value processed products.

Tea remains one of Kenya's leading foreign exchange earners alongside tourism, horticulture and diaspora remittances.

Government data shows tea earnings rose 2 percent to 218.79 billion shillings (1.69 billion dollars) in 2025, supported by reforms, market expansion and regulations.

Kagwe said Kenya is shifting toward orthodox, specialty, green and purple teas, herbal blends, branded packs and tea bags to capture premium global markets.

He added value addition will increase earnings, strengthen the Kenya Tea brand and create more jobs.

Officials said diversification aims to reduce vulnerability to price fluctuations in bulk markets and improve farmer incomes through higher-value production systems.