



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - Public distribution

**Date:** 2/4/2009

**GAIN Report Number:** KE9006

## Kenya

### Product Brief

## Tomato Ketchup and Other Tomato Sauces

2009

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**Report Highlights:**

Kenyan middle-income consumers increasingly prefer U.S. tomato-based product brands, regardless of their production origin. Consolidators, however, provide the only means of market entry for U.S. tomato-product producers in this relatively small but growing market.

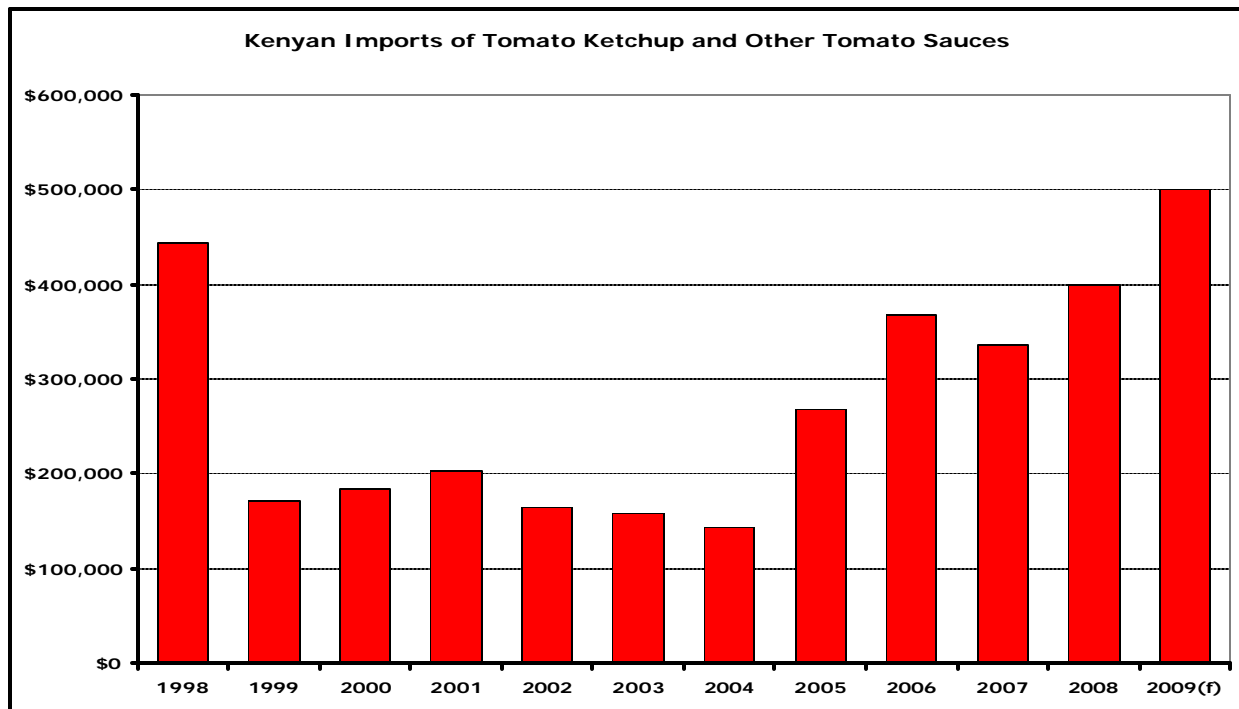
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Includes PSD Changes: No  
Includes Trade Matrix: No  
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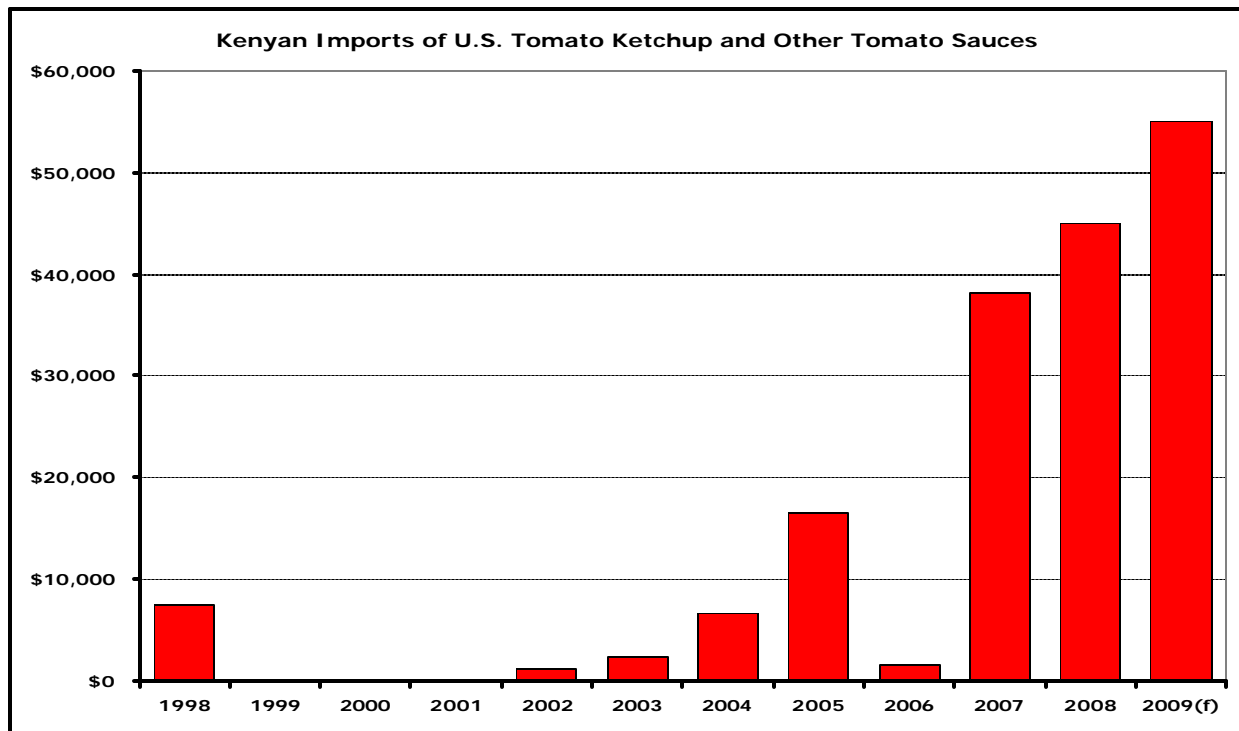
**Market Overview**

Kenya imports only about \$500,000 of ketchup and other tomato sauces per year; however, imports more than tripled since 2004. Kenyan importers will likely to continue increasing imports for the next few years, because Kenya's burgeoning middle class opts to buy more fast food to include fast-food condiments such as ketchup and tomato sauce.

Kenyan tomato-condiment importers source about 80 percent of their products from four countries: Egypt (60 percent); the United States (11 percent); China; and, the European Union by way of more than 20 multinational brands. U.S. brands Heinz, Freshly, Hunts, Prego, Ragu, American Garden and Tabasco account for a third of the foreign brands in the market. Some of these U.S.-based multinational food companies produce in, and export from multiple countries. For example, Heinz produces in Egypt and exports regionally, capturing logistical and tariff advantages like duty-free access under the Common Market for Eastern and Southern Africa (COMESA) agreement.



Source: Global Trade Atlas (GTA)



Source: GTA

### Tomato Product Import Requirements

MFN Tariffs: 25 percent ad-valorem

Preferential Tariffs: Tariff free from COMESA countries

Value Added Tax: 16 percent

Other Requirements: Certificate of conformity and International Standardization Mark

### Market entry Strategy

U.S. tomato-based products producers/exporters will not soon focus on the Kenyan market as a point of market development. The market remains very limited, as we noted above. However, consolidators provide an avenue for market entry of U.S. tomato-based products, because they recognize that U.S. tomato-based products provide good value to Kenyan consumers. We expect U.S. market-share improvement in this product category over the coming years, but solely at the hands of consolidators.

For additional information, please see the following reports:

- [Retail Food Sector](#)
- [Exporter Guide](#)
- [FAIRS- Country Report](#)