



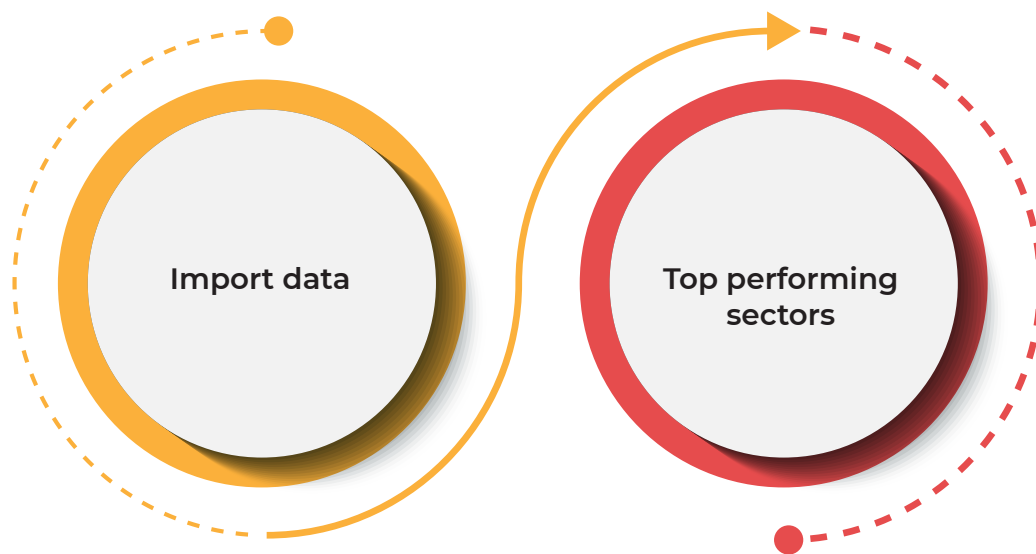
Viffa Consult

Business Opportunities for Kenya SMEs in 2022

The year 2022 presents challenges and opportunities for SMEs and entrepreneurs in general. Apart from traditional challenges faced by most SMEs such as access to finance, management skills, technology among others; SMEs must contend with two major challenges; negative effects of COVID 19, on business climate and operations as well as potential business slowdown/disruption due to heightened political activities and general elections

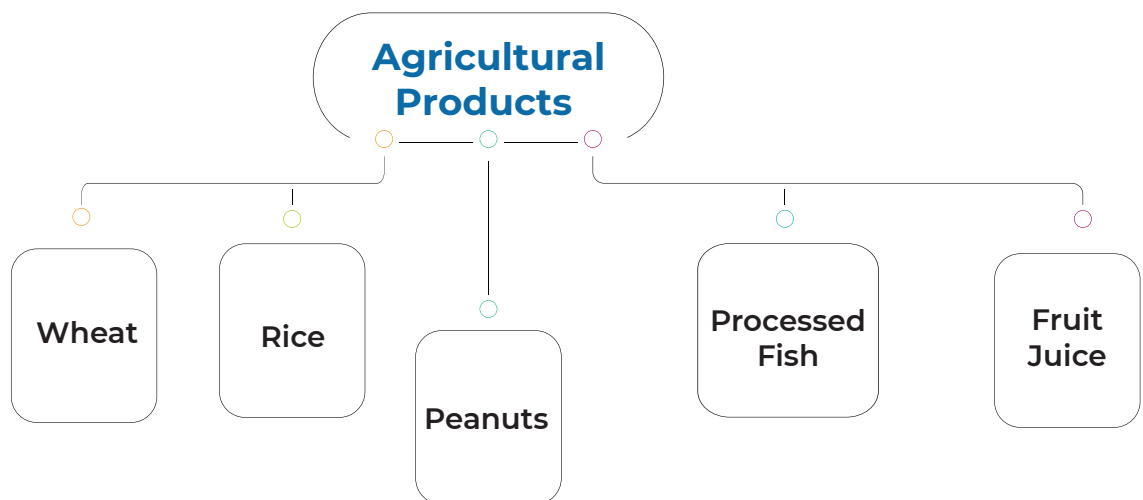
The paper aims to help SMEs and entrepreneurs as they seek new business opportunities by providing information on products that have demand as well as sectors that have potential for growth.

Information provided is classified into two.

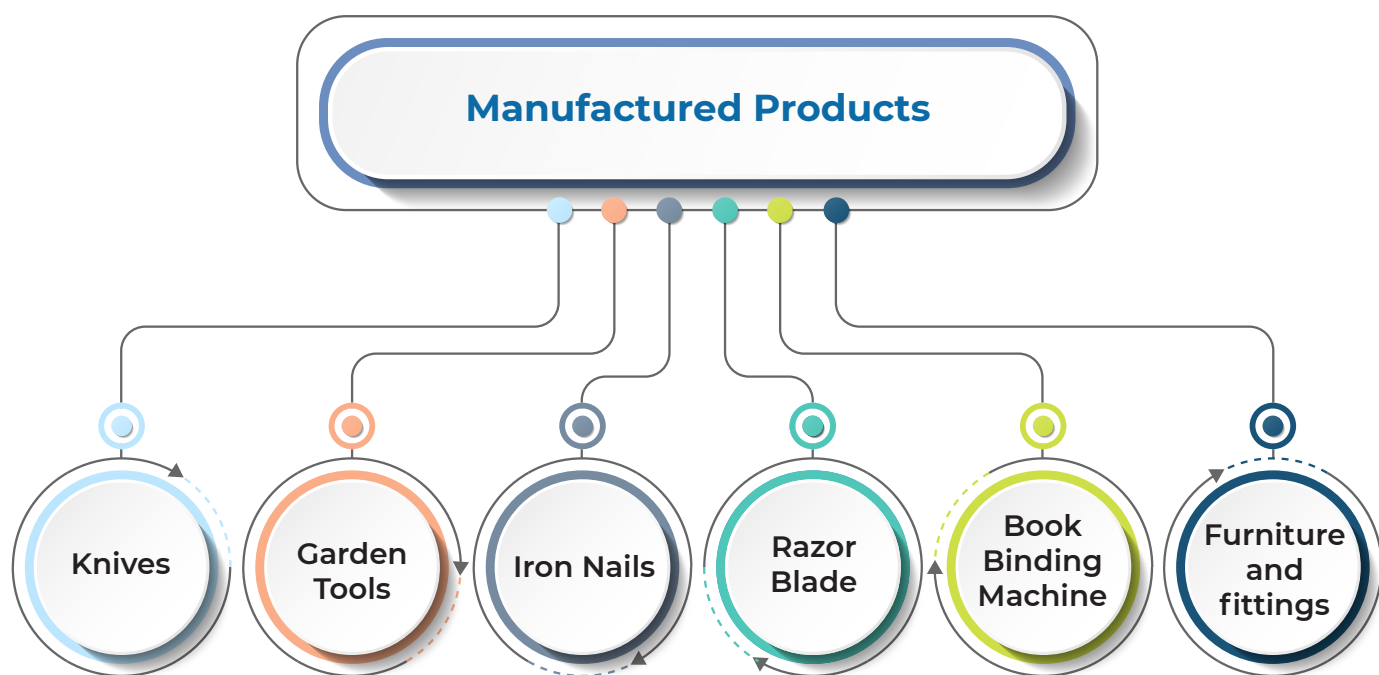


Import Data

Import data enumerates products that Kenya is buying from international market for local consumption. These products therefore have ready market in Kenya hence presents an opportunity for SMEs to get a slice of the market share.



Source: infotrade 2019



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Top Sectors

The table below shows sectors that have been performing well over the years and present an opportunity for SMEs to venture into the respective value chains upon conducting feasibility study on specific business

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Wholesale-Retail	Wholesale-Retail	Wholesale-Retail	Wholesale-retail	Real estate	Accommodation & food services	Wholesale-retail	Agriculture	Real Estate	Agriculture
Transport & Communication	Transport & Communication	Transport & Communication	Construction	Construction	Transport & storage	Education	Transport	Manufacturing	Construction
	Agriculture	Agriculture	Agriculture	Agriculture	Real Estate	Accommodation and food services	Manufacturing	Finance & Insurance	Health
		Manufacturing	Forestry & Fishing	Finance & Insurance	Information and Communication	Information, Communication			Finance & Insurance
			Education			Education			
			Finance & Insurance						

Source: KNBS Economic Review



References

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 Kenya National Bureau of Statistics-
<https://www.knbs.or.ke/wp-content/uploads/2021/09/Economic-Survey-2021.pdf>
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Viffa Consult limited
www.viffaconsult.co.ke
One padmore place
George padmore Road
info@viffaconsult.co.ke
Tel +254 723982528