



REPUBLIC OF KENYA

MINISTRY OF LABOUR AND SOCIAL PROTECTION

State Department for Labour and Skills Development

OCTOBER-DECEMBER 2024 LABOUR MARKET INDICATORS REPORT ON EMPLOYABILITY SKILLS IN AGRICULTURE, MANUFACTURING AND CONSTRUCTION SECTORS

DIRECTORATE OF LABOUR MARKET RESEARCH AND ANALYSIS

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Table of content

Preface	iii
1. INTRODUCTION	1
2. Scope of the Report	1
3. Methodology	1
Data Collection	1
Data Cleaning and Analysis Process	1
4. Limitations	2
5. FINDINGS	3
5.1 AGRICULTURE SECTOR	3
5.2 MANUFACTURING SECTOR	4

<i>Table 1: most sought skills in agriculture sector in October to December 2024</i>	3
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<i>Table 2: most sought skills in manufacturing sector in October to December 2024</i>	4
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<i>Table 3: most sought skills in construction sector in October to December 2024</i>	5
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<i>Figure 1: most sought skills in agriculture sector in October to December 2024</i>	3
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<i>Figure 2: most sought skills in manufacturing sector in October to December 2024</i>	4
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<i>Figure 3: most sought skills in construction sector in October to December 2024</i>	5
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Preface

In line with Kenya's Vision 2030 and the Bottom-Up Economic Transformation Agenda, the Directorate of Labour Market Research and Analysis has developed this Quarterly Indicators Report on Employability Skills within the Agriculture, Manufacturing, and Construction sectors. The goal of this report is to identify and analyze trends in employability skills demand, providing a resource to support workforce planning and policy development. By including the Construction sector, this report broadens its scope, acknowledging the growing significance of construction in Kenya's economic development and job creation strategy.

Kenya's development frameworks, including the Vision 2030 and Medium-Term Plans, emphasize job creation and economic resilience. The Bottom-Up Economic Transformation Agenda further supports this vision, focusing on inclusive growth by targeting key sectors, such as agriculture, manufacturing, and construction. The Directorate plays a pivotal role by equipping policymakers and stakeholders with timely labor market insights and skill demand trends essential for driving a skilled workforce and aligning educational and training programs with sector needs.

This report is a continuation of our commitment to tracking labor demand, consolidating data from web-crawled job listings. It provides quantitative and qualitative insights into the employability skills most in demand across agriculture, manufacturing, and the newly incorporated construction sector. Through this information, we aim to support Kenya's economic agenda, fostering a competitive, adaptable, and well-prepared workforce for these key industries

1. INTRODUCTION

As Kenya's labor market landscape evolves, particularly within the agriculture, manufacturing, and construction sectors, understanding the demand for specific employability skills is increasingly important. This report presents the quarterly analysis of labor demand across these sectors, based on web-crawled data from job listings on various platforms. The inclusion of the construction sector reflects its growing role as a significant employer and its impact on the economy through infrastructure development and related projects.

The report examines labor demand trends, focusing on the key skills required by employers across agriculture, manufacturing, and construction. Agriculture remains a vital contributor to Kenya's GDP and employment levels, while manufacturing drives industrial growth and economic diversification. Construction, a rapidly growing sector, is central to Kenya's infrastructure agenda, playing a crucial role in supporting both economic and job creation goals.

By analyzing labor demand and skill trends within these three sectors, this report aims to inform stakeholders—including policymakers, training institutions, and job seekers—of the evolving workforce needs. This information provides guidance on areas where skill gaps exist, informing interventions to enhance employability and improve Kenya's labor market resilience.

2. Scope of the Report

This quarterly report offers insights into employability skills demand within Kenya's Agriculture, Manufacturing, and Construction sectors. Data has been gathered through web-crawling techniques, ensuring comprehensive coverage of job listings across various platforms.

3. Methodology

The methodology employed involves systematic data collection, cleaning, and analysis of job advertisement data. Key stages include:

Data Collection

Job advertisements from Kenyan listing sites were collected using web crawlers, which extracted data between October 1st and December 31st, 2024. The dataset encompasses job titles, required skills, and sector classifications, offering a comprehensive foundation for analysis.

Data Cleaning and Analysis Process

To ensure accuracy, raw data was cleaned and standardized, with occupations coded per the Kenya Standard Classification of Occupations (KeSCO) and industries standardized using the Kenya Standard Industrial Classification of All Economic Activities (KeSIC). The cleaned data was then analyzed to identify the most frequently demanded skills, using both descriptive statistics and graphical presentations.

4. Limitations

This report acknowledges certain limitations, including:

1. **Data Source Reliability**

The accuracy of findings is dependent on the completeness and accuracy of job listings from web sources, which may not capture all labor demand specifics.

2. **Sector Representation**

While agriculture, manufacturing, and construction are covered, certain subsectors within these may be underrepresented due to limitations in job listing data availability.

3. **Skill Proxies**

Using occupations as proxies for skills may not fully capture the complexity of skill requirements, as job postings often generalize skill descriptions.

5. FINDINGS

5.1 AGRICULTURE SECTOR

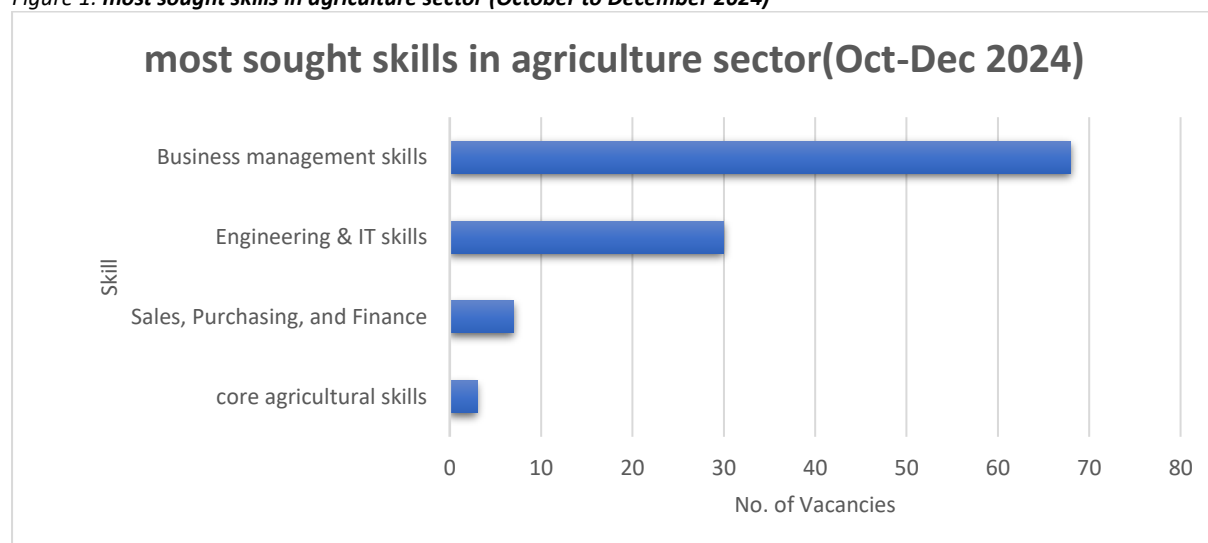
The agriculture sector is the backbone of Kenya's economy, contributing significantly to employment, income generation, and food security. It accounts for a large portion of the country's GDP and employs the majority of the rural population. As Kenya moves towards modernization and industrialization in agriculture, there is a growing demand for new skills in areas like agribusiness, technology integration, and sustainable farming practices.

Understanding the specific skill requirements in this sector is critical for enhancing productivity, promoting value addition, and ensuring that the sector remains competitive both locally and internationally.

Table 1: most sought skills in agriculture sector in October to December 2024

skill Area	No. of vacancies
Business management skills	68
Engineering & IT skills	30
Sales, purchasing and marketing skills	7
core agricultural skills	3

Figure 1: most sought skills in agriculture sector (October to December 2024)



The agriculture sector had the highest demand for business management skills (68 vacancies), followed by engineering and IT skills (30 vacancies). Sales, purchasing, and finance roles had 7 vacancies, while core agricultural skills had the lowest demand (3 vacancies). This suggests that agribusiness and technology-driven roles are more in demand than traditional farming jobs. However, it is important to note that this quarter has less agricultural sector data compared to previous quarters, which may affect the overall trend analysis.

Implications:

For job seekers, this data highlights the growing importance of business, technology, and finance skills in agriculture. Those looking for employment in the sector should consider upskilling in

agribusiness management, digital agriculture, and financial management to enhance their job prospects, as demand for traditional hands-on agricultural roles appears limited.

Education and training institutions, need to adapt their programs to align with market demands by incorporating business management, agritech, and financial skills into their curricula. Strengthening training in mechanization, automation, and digital solutions will better equip graduates for employment in the evolving agriculture sector.

For policymakers, there is a need to promote agribusiness and technology adoption by supporting programs that enhance skills in digital and mechanized agriculture.

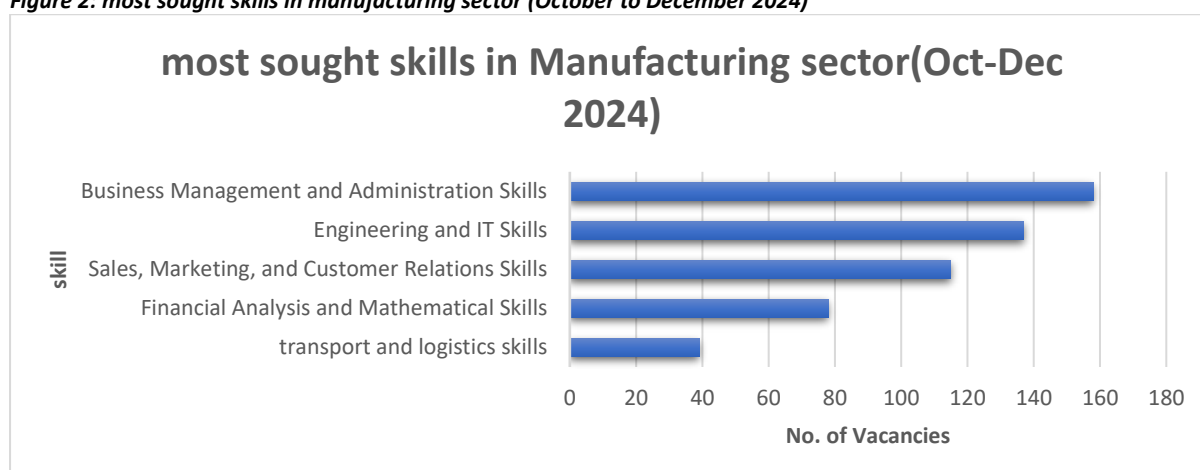
5.2 MANUFACTURING SECTOR

Manufacturing is a key driver of Kenya's economic transformation and a central pillar in its Vision 2030 strategy, which aims to make the country a newly industrialized middle-income economy. The sector plays a vital role in adding value to raw materials, creating jobs, and stimulating economic growth. As the country aims to expand its industrial base, there is an increasing need for a skilled workforce that can adapt to technological advancements and global market demands. Addressing this is essential for Kenya to realize its full industrial potential and boost its position in the regional and global markets.

Table 2: most sought skills in manufacturing sector in October to December 2024

skill area	No. of vacancies
Business Management and Administration Skills	158
Engineering and IT Skills	137
Sales, Marketing, and Customer Relations Skills	115
Financial Analysis and Mathematical Skills	78
Transport and logistics skills	39

Figure 2: most sought skills in manufacturing sector (October to December 2024)



This shows the highest demand for business management and administration skills (158 vacancies), followed by engineering and IT skills (137 vacancies). Sales, marketing, and customer relations skills rank third with 115 vacancies, while financial analysis and mathematical skills have 78 vacancies. Transport and logistics skills have the lowest demand at 39 vacancies. This suggests that there is a

higher demand for managerial, technical, and commercial roles in manufacturing compared to transport and logistics roles during this period.

Implication:

For job seekers, this data highlights strong opportunities in business management, engineering, and sales-related roles. Those seeking employment in the manufacturing sector should focus on developing skills in leadership, industrial automation, digital transformation, and customer relationship management. While transport and logistics skills have lower demand, they remain relevant in ensuring efficient supply chain operations.

Education and training institutions, should adapt their programs to reflect the demand for business leadership, industrial engineering, and digital skills. Strengthening courses in financial analysis, logistics, and marketing strategies will also be beneficial in preparing graduates for the evolving needs of the manufacturing sector.

For policymakers, this data underscores the importance of fostering skill development in business, engineering, and IT to meet industry needs. Policies should encourage collaboration between education institutions and the manufacturing sector to bridge skill gaps, enhance industrial innovation, and support workforce training programs that align with market demands.

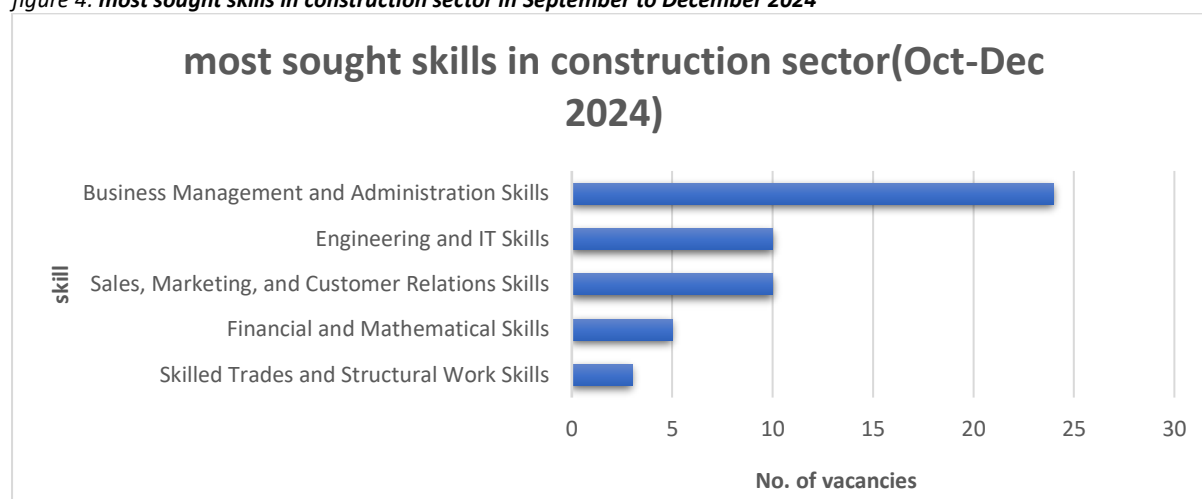
5.3 CONSTRUCTION SECTOR

The construction sector in Kenya is one of the fastest-growing industries, driven by urbanization, infrastructural development, and investment in public and private projects. It is one of the major contributors to Kenya's GDP and plays a crucial role in job creation and economic development. With the government's focus on implementing large-scale projects such as roads and affordable housing, the demand for skilled professionals in engineering, project management, and specialized trades continues to rise. As the sector evolves with new technologies and sustainable construction practices, it is vital to understand the skills required to ensure that Kenya's infrastructure development keeps pace with its ambitious growth plans.

Table 3: *most sought skills in construction sector (September to December 2024)*

Skill Area	No. of Vacancies
Business Management and Administration Skills	24
Sales, Marketing, and Customer Relations Skills	10
Engineering and IT Skills	10
Financial and Mathematical Skills	5
Skilled Trades and Structural Work Skills	3

figure 4: *most sought skills in construction sector in September to December 2024*



This indicates the highest demand for business management and administration skills (24 vacancies), followed by engineering and IT skills and sales, marketing, and customer relations skills, both with 10 vacancies each. Financial and mathematical skills have 5 vacancies, while skilled trades and structural work skills have the lowest demand, with only 3 vacancies. This data suggests that non-technical roles, particularly in management and administration, are in higher demand compared to traditional hands-on construction skills. However, given the limited data in this sector for this quarter, further analysis over time is necessary for a more comprehensive trend assessment.

Implication:

For job seekers, this implies that opportunities in construction are increasingly favoring business, sales, and technical roles over skilled trades. Individuals looking to enter the sector should consider strengthening their managerial, financial, and engineering competencies to enhance employability.

Education and training institutions, should focus on equipping learners with managerial, engineering, and financial skills to align with sector needs. While skilled trades appear to have lower demand in this dataset, institutions should continue training artisans and technicians, as demand for these skills may be underrepresented due to the data limitations of this specific quarter.

For policymakers, the data highlights the importance of balancing investments in management and technical training while ensuring that skilled trades are not overlooked. Policies should support the development of a well-rounded workforce by fostering linkages between training institutions and the construction sector, promoting apprenticeships, and ensuring adequate support for both technical and managerial skill development.

CONCLUSION

There is a strong emphasis on business management, engineering, IT, and sales-related roles. While sector-specific variations exist, a common trend is the increasing demand for managerial and technical expertise, which reflects ongoing industry shifts toward digital transformation, automation, and market expansion. The relatively lower demand for skilled trades and logistical roles in some sectors does not necessarily indicate their reduced importance but may point to sector stability, lower turnover, or differences in hiring cycles.

For job seekers, this data suggests that enhancing competencies in business administration, financial management, IT, and customer relations can significantly improve employability. However, those in skilled trades and logistics should remain adaptive, as demand in these areas can fluctuate based on economic activities and sector-specific developments.

Education and training institutions must align their curricula with evolving labour market needs, integrating business leadership, digital skills, and technical expertise into their programs. Strengthening partnerships with industries to provide practical training, apprenticeships, and upskilling opportunities will be crucial in bridging skill gaps.

For policymakers, the findings reinforce the need for targeted workforce development strategies, emphasizing both high-demand managerial and technical skills while ensuring continued investment in skilled trades. Encouraging industry-academia collaboration, expanding access to vocational training, and developing policies that support labour market adaptability will be key to fostering a competitive and resilient workforce.