

Hat Trick 1

Bahrain Import Analysis PlayZone BH

Team Members:

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Introduction

Toys and sporting goods are among the most dynamic product categories in global trade, reflecting trends in entertainment, education, and fitness. Bahrain's import market shows consistent demand for these items, especially from leading exporters like China.

Through Power BI, this analysis explores Bahrain's import trends over five years (from **2020 to 2024**), identifying high-performing product categories, seasonal peaks, and key trade partners to help businesses make smarter sourcing and inventory decisions.



PROFILE

Age: 32

Gender: Male

Location: Riifa, Bahrain

Profession: Toy & Sports Retailer

Status: Married

ABOUT

Ahmed is a Bahraini entrepreneur and founder of **PlayZone BH**, a business that **imports** and **sells** **toys, games, and sports gear**. With **7+ years in retail**, he's passionate about offering **quality products** that encourage **play** and **active learning** for in Bahrain.

PERSONALITY

Analytical



Problem-Solving



Public Speaking



SKILLS

Communication



Supplier Negotiation



Import/Export Knowledge



GOALS

- Expand **PlayZone BH** by offering a wider range of **trending, high-quality toys**, streamlining the **import process** to reduce **shipping costs**, and strengthening its **online presence** across **Bahrain and the Gulf**.



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Number of Transactions

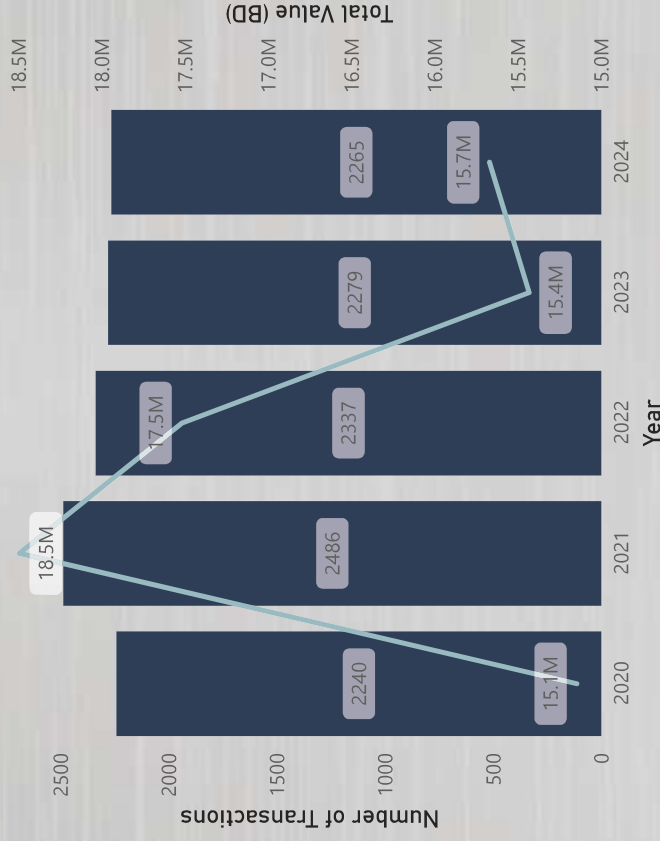
11.61K

Total Import Value BD

82.26M

Trade Volume and Value over 5 years.

● Number of Transactions ● Total Import Value BD



2021 recorded the highest number of transactions (2,486) and the highest total import value (BD 17.5), marking a peak in trade activity.

Import values declined after 2021, reaching the lowest point in 2023 (BD 15.4M), despite a stable transaction count.

Transaction volumes remained consistent from 2020 to 2024, suggesting stable demand, even as import value fluctuated.



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Avg Price per unit BD

1.97

Total Quantity

41.70M

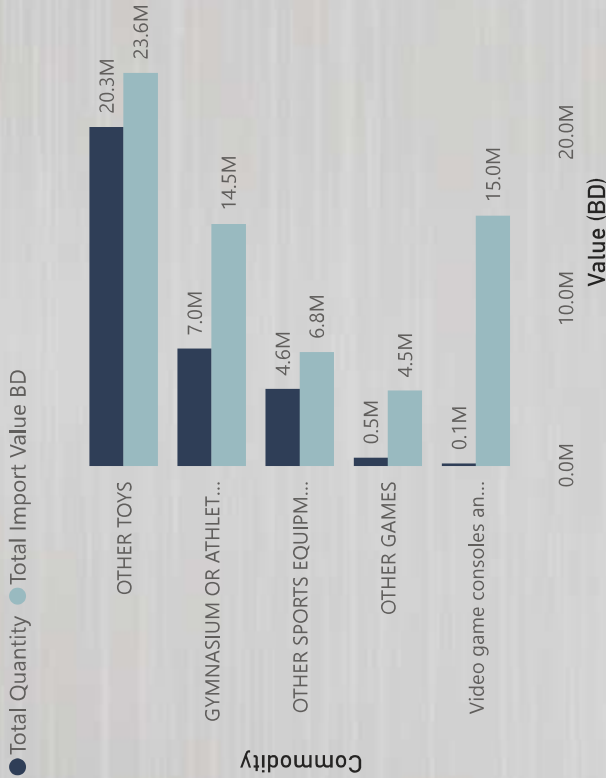
Total Import Value BD

82.26M

Price Range in BD

75.23K

Top 5 Commodities by Value and Quantity



"Other Toys" is the leading category, with both the highest quantity (20M units) and highest import value (BD 24M), indicating strong market demand.

"Gymnasium or Athletics Articles and Equipment" and "Video Game Consoles" had similar import values (BD 15M), but vastly different quantities, highlighting a higher price per unit for electronics.

"Video Game Consoles" show high value with minimal quantity, suggesting they are the most expensive items among the top 5.



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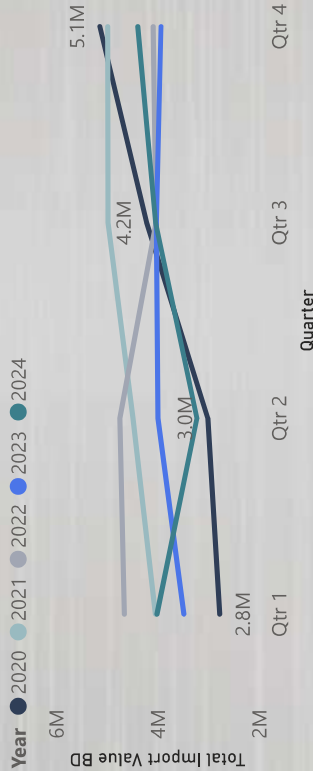
Peak Quarterly Value

5.14M

Peak Quarterly Quantity

2.77M

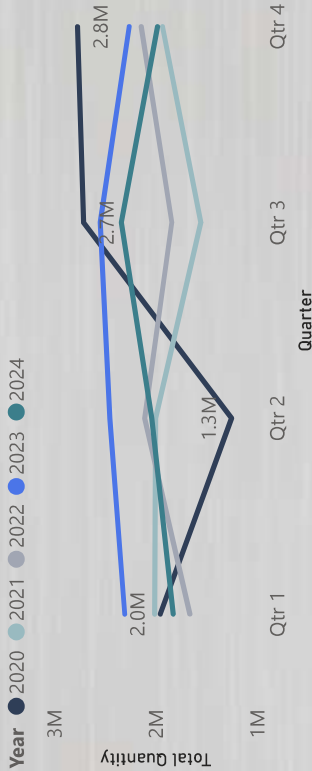
Trend line by Value



Q3 consistently shows the highest activity, with peaks in both quantity and value, indicating a strong seasonal import trend.

Q2 saw the lowest total quantities across multiple years, yet values remained steady, suggesting lower volume but potentially higher-value imports.

Trend line by Quantity



Q4 of 2020 reached the highest import value overall (BD 5.1M), showing a late-year surge not seen in later years, which could reflect reduced demand or pricing changes.



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11.61K

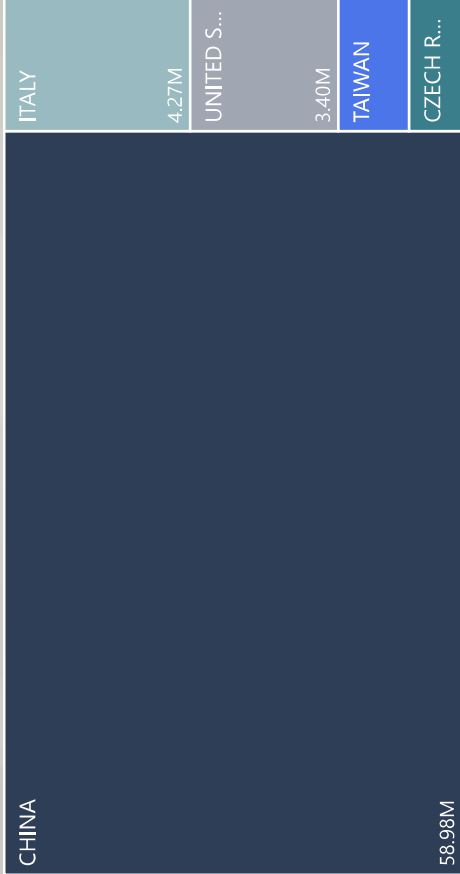
Avg Price per unit BD

1.97

Total Import Value BD

82.26M

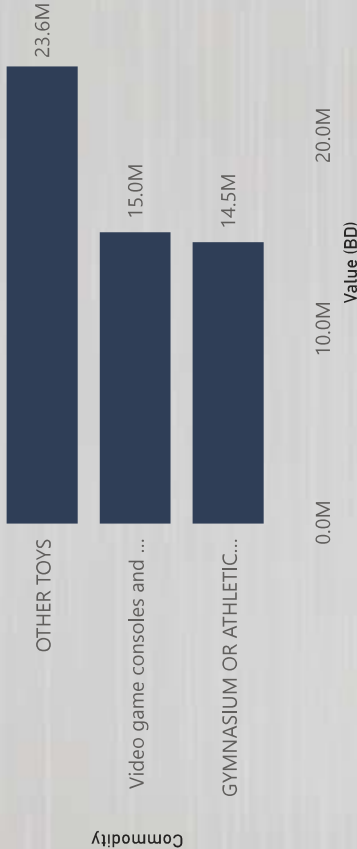
Top 5 Countries by Value BD



China dominates total import value at BD 58.98M, far exceeding other countries at **70%** of the total import market in the **"Toys, Games, Sports" category**, as seen the treemap visual.

"Other Toys" and "Video Game Consoles" are the **top imported commodities by value**, jointly contributing over **BD 38M**, indicating high demand on the consumer electronics and toys sector.

Top 3 Commodities by Value



Despite 11K transactions, the **average unit price remains low at BD 1.97**, **suggesting** many high-volume, low-cost goods dominate imports, which is typically **bulk consumer goods**.



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Recommendations

- Focus on **China** as a key supplier, as it contributes over **70% of total import value** as there are **no major trade restrictions** between **Bahrain and China**. **However**, at the same time it is **good to diversify/explore other suppliers and build relationships** even if they are slightly more expensive **in case any trade restrictions** come into place.
- Take advantage of **Q3** demand peaks to **plan inventory** and **promotions**.
- Explore more high-value items like **video game consoles** with strong pricing potential, they can be used in a **premium product bundle (games and accessories)**.
- Use **Q2, the lowest activity quarter**, for bulk buying or targeted campaigns, to prepare for the future and **reduce shipping costs** by **negotiating bulk deals or long-term supplier contracts** to prepare for Q3.



Limitations

- Some **commodity names** were **too general** (e.g. "Other Toys"), which made it **hard to analyze specific trends**.
- **Absence of full dates fields**, which **prevented deeper date/time analysis** on daily/weekly trends should we needed to do so.
- Some **visuals** became **confusing when using filters**.
- There was a **lack of standardized units** for the Units of Measurement "**UM**" column, so weight analysis would've had some limitations on it.

Year

▼

All

Month

▼

All

Clear All

Dashboard

Total Quantity

41.70M

Regional View

Total Import Value BD

82.26M

Avg Price per unit BD

1.97

Price Range in BD

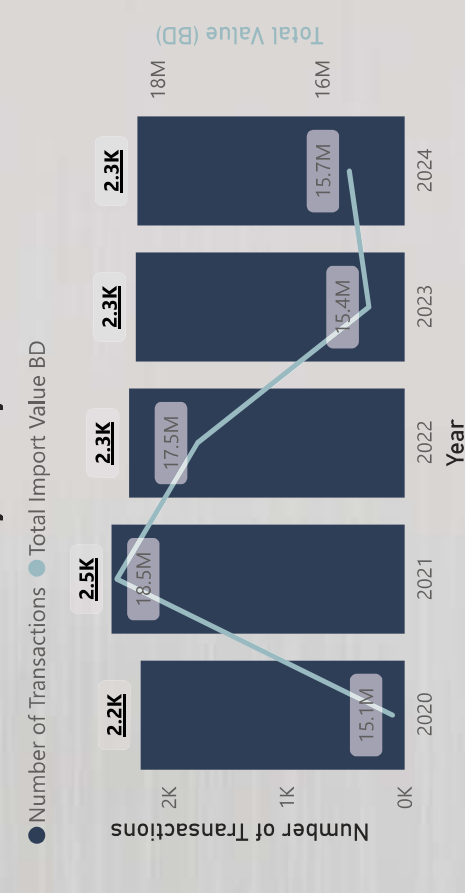
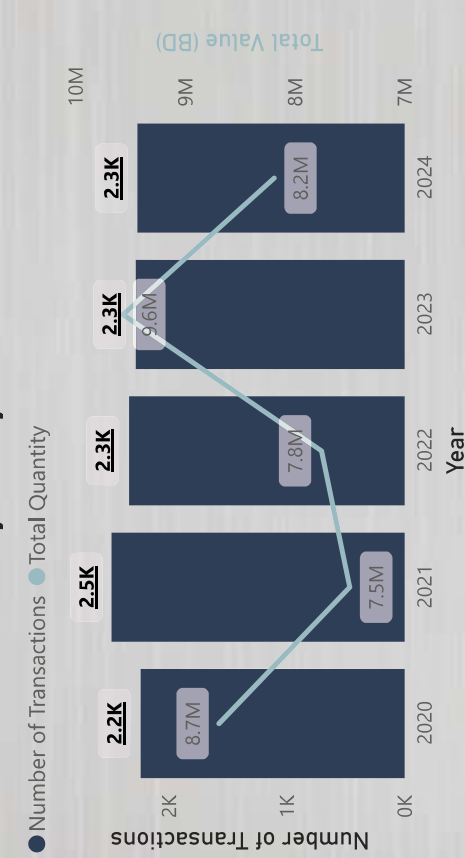
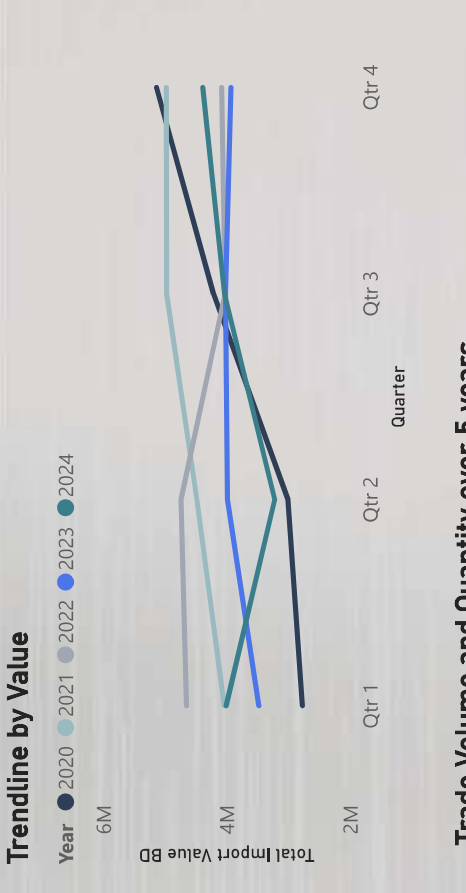
75.23K

Number of Transactions

12K

Total Imported Weight

33.19M



Year

▼

All

▼

Month

▼

All

▼

Clear All

Dashboard

Total Quantity

41.70M

Regional View

Total Import Value BD

82.26M

Avg Price per unit BD

1.97

Price Range in BD

75.23K

Number of Transactions

12K

Country

-

