
**BAHRAIN MEDICAL IMPORTS
(2020 - 2024)
PHARMACY BUSINESS INSIGHTS**

GROUP NAME: MEDIMPORT ANALYSTS

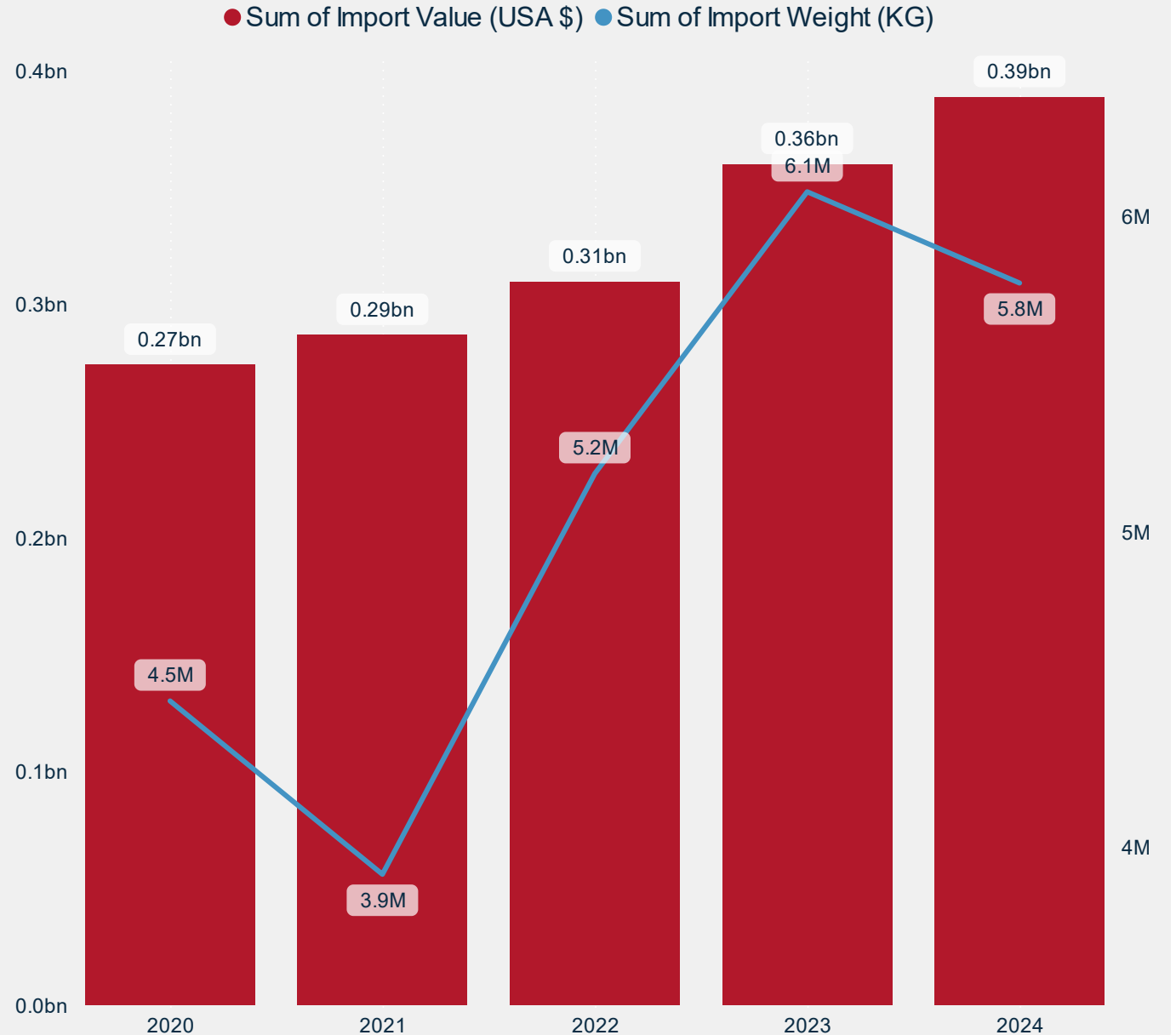
SCENARIO

Diana, an aspiring entrepreneur, plans to open a pharmacy business in Bahrain. To ensure her investment decisions are well-informed, she approached our consultancy firm seeking insights into the pharmaceutical import market. We, as the data analyst team, were tasked with analyzing Bahrain's medical import data (2020–2024) to uncover trends, supplier countries, and cost dynamics that would guide Diana in building a successful pharmacy venture.

BAHRAIN MEDICAL IMPORTS PAST 5 YEARS

- 2023 saw peak imports with BD 4.7T cost and 6.1M KG weight.
- Imports rose sharply from 2021 to 2023, reflecting growing healthcare demand.
- 2024 shows a slight dip, but levels remain high at BD 4.2T and 5.8M KG.

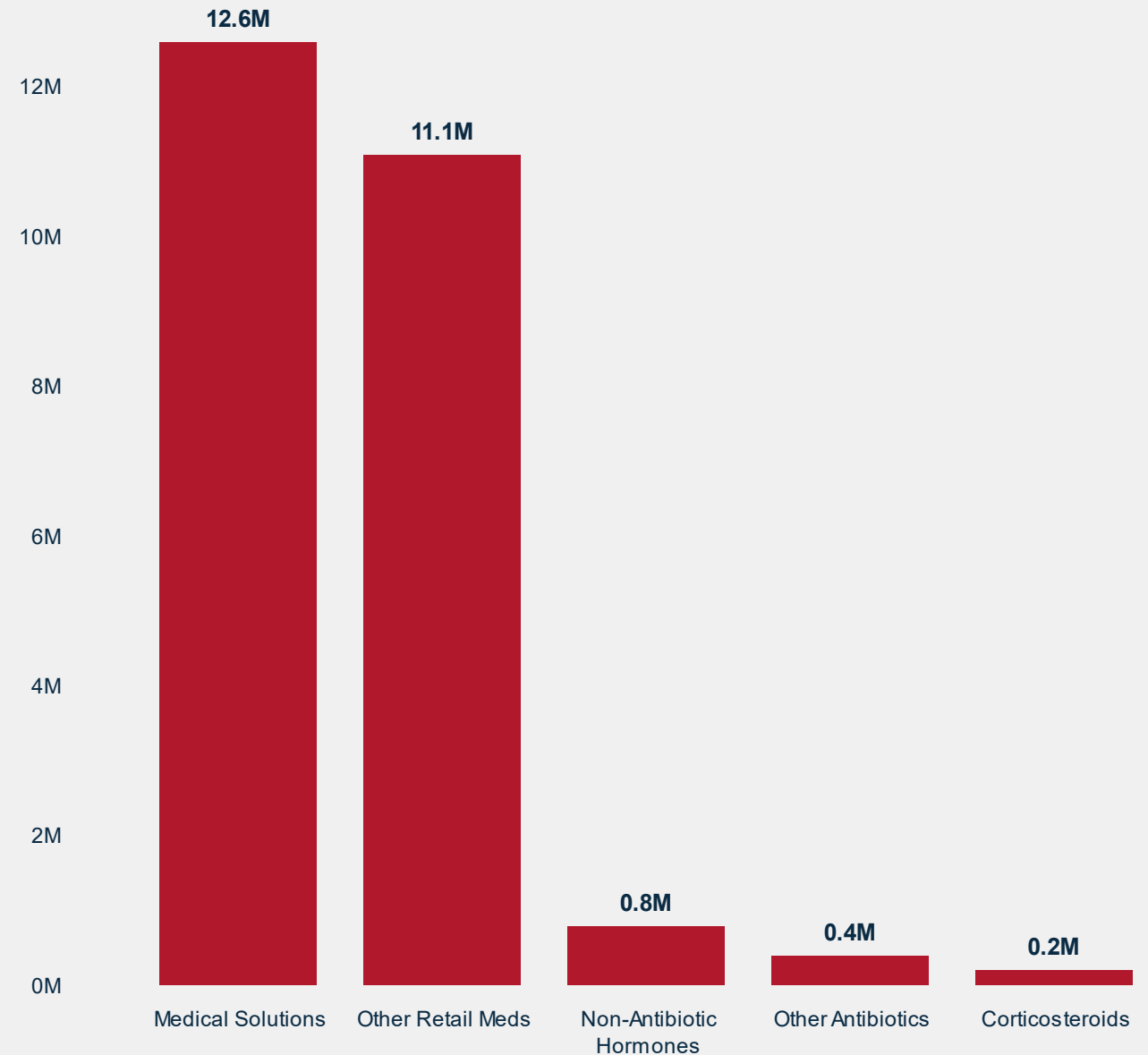
2023 Had The Highest Imports With 4.7T Cost And 6.1M KG



TOP 5 IMPORTED COMMODITIES BY QUANTITY

- Commodity Medical Solutions recorded the highest import quantity at 12.6 million KG.
- Commodity Other Retail Meds followed closely with 11.1 million KG.
- Commodity Non-Antibiotic Hormones ranked third with 0.8 million KG.

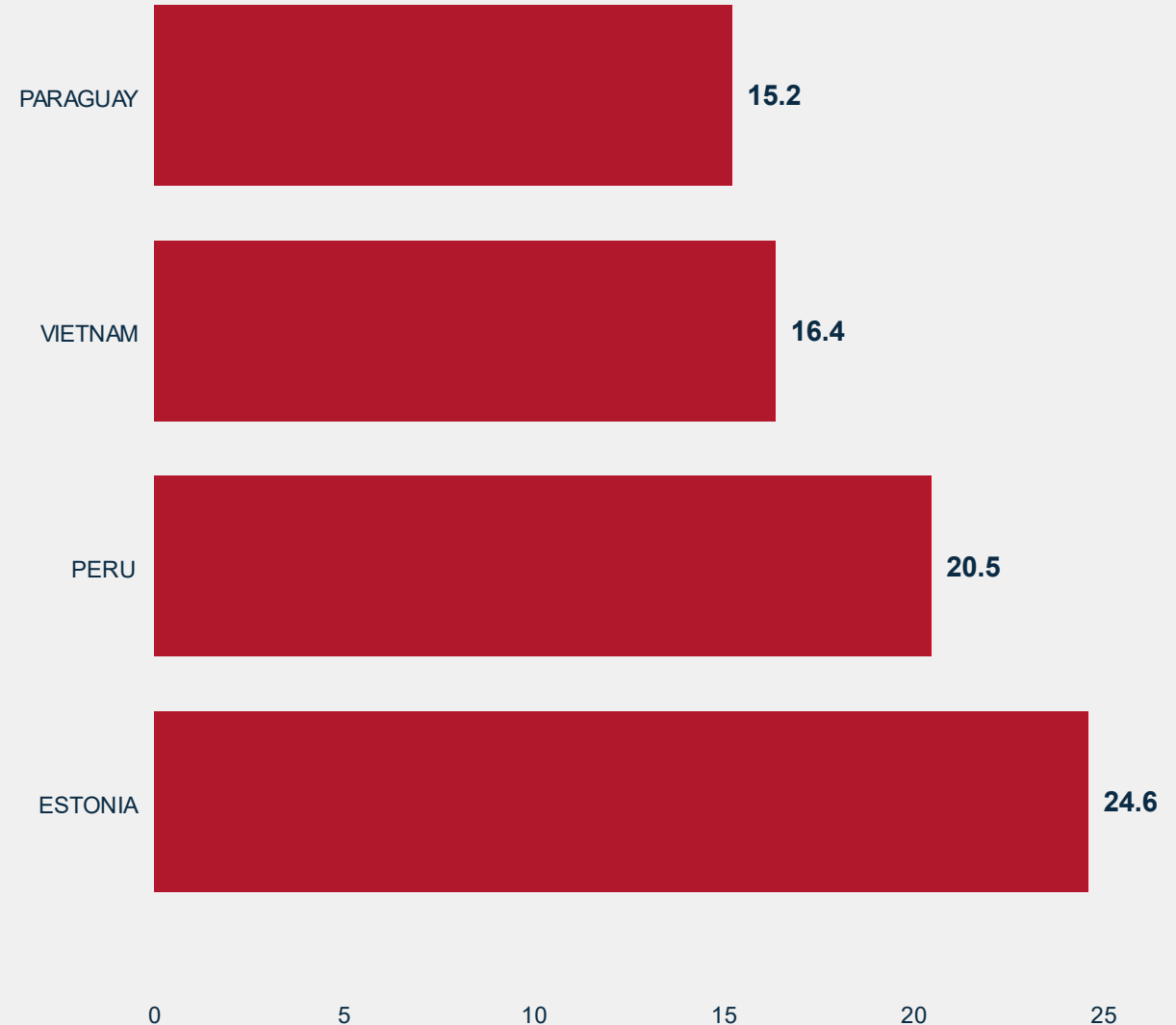
Medical Sector Imports Led By Retail Packed Solutions 12.6 M Unit



Top 5 Cheapest Sourcing Countries by cost per kg

- Paraguay recorded the lowest cost per kg, making it the most economical sourcing country.
- Vietnam followed with slightly higher cost but still among the lowest.
- Estonia had the highest cost among bottom five.

Paraguay and Vietnam are cheapest sourcing countries (excluding small import quantity countries <1k)



SEASONAL IMPORT PATTERNS

- Peak imports were observed in May and December, with 4,620 and 4,686 units respectively.
- Imports gradually increased in March and April.
- held steady from July to October between 4,034–4,370 units.
- February has the lowest imports at 3,058 units.

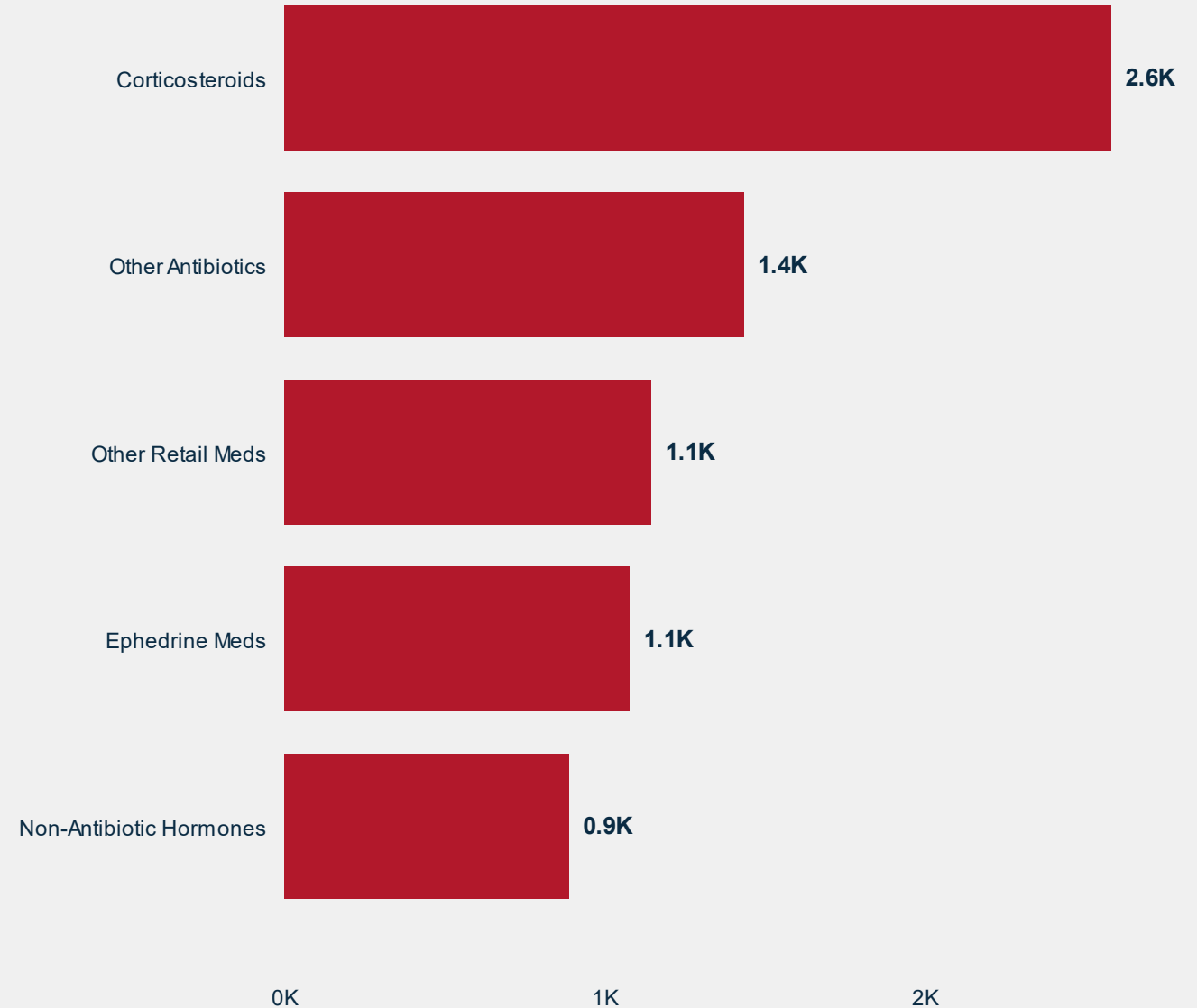
Imports Show Seasonal Highs in May and December



HIGHLIGHTS MOST EXPENSIVE COMMODITIES PER KG

- Medicine w/ Ephedrine ranks in top 3 by \$/kg
- Only 4 transactions totaling 150 KG
- Imported under strict legal/safety protocols driving price up

Corticosteroids is the most expensive commodity per kg



Bahrain Medical Imports (2020 - 2024) Pharmacy Business Insights

Count of Transactions

6.234K

Sum of Import Value (USA \$)

1.62bn

Sum of Import Weight (KG)

25.43M

Cost per KG

63.66

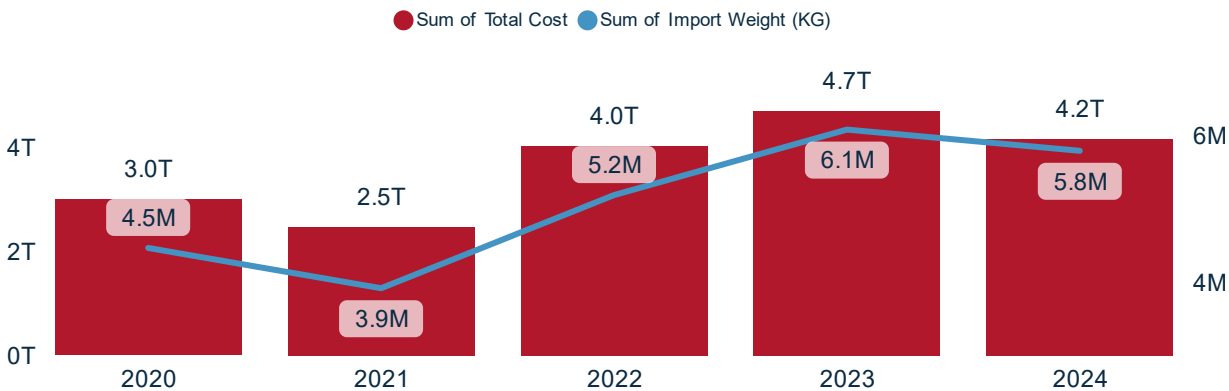
Country Name

All

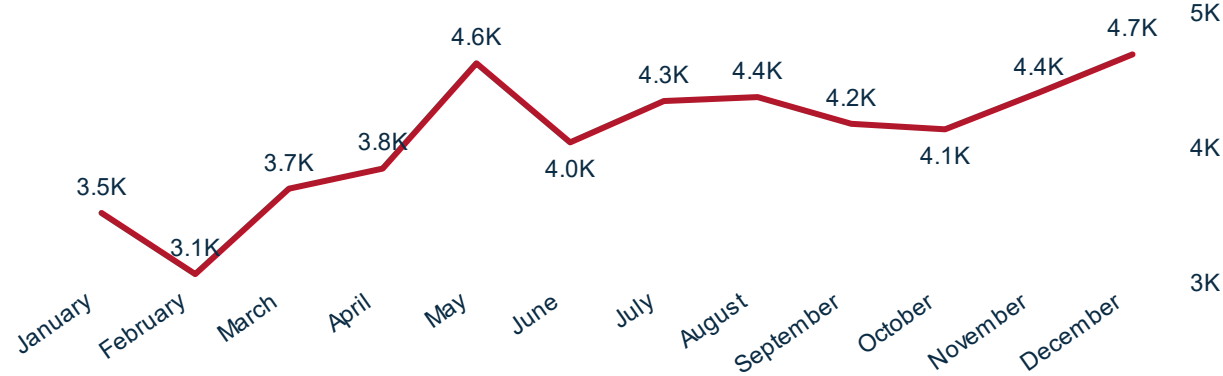
Year

All

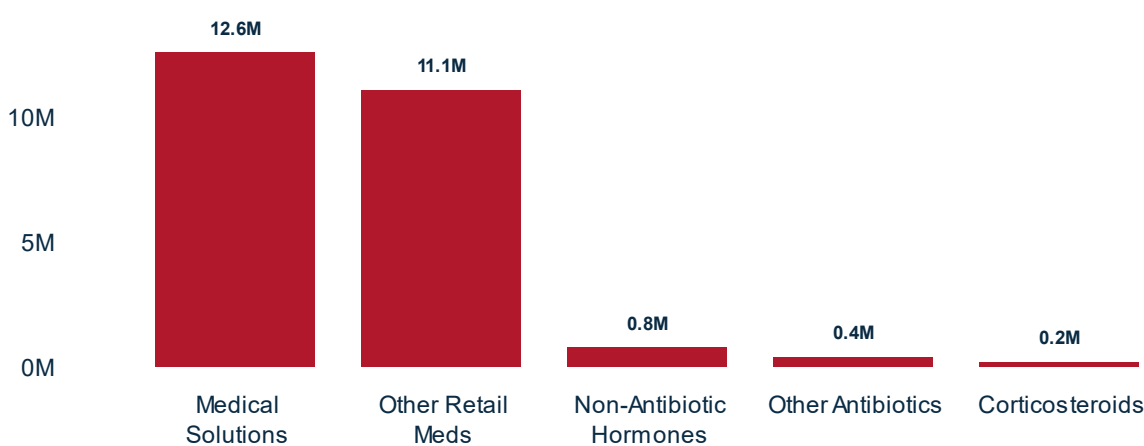
Sum of Total Cost and Sum of Import Weight (KG) by Year



KG/unit by Month



Sum of Import Quantity by Commodity



Average of \$/KG by Country



RECOMMENDATION

Stock High-Demand Retail Medical Products

- e.g., Paracetamol, Saline, first-aid basics

Optimize Inventory Around Seasonal Trends

- Focus before May and December
- Include Travel Kits, Digestive Aids, Flu Combos

Source Cost-Effectively from Asia & South America

- Prioritize Vietnam and Paraguay for competitive pricing

Secure Regulatory Licenses Early

- Avoid delays in launching or importing products

LIMITATIONS

- **No Local Demand** (Only import data, not actual market needs)
- **No Retail Prices** (We see import cost, not final customer price)
- **No Real-Time Collaboration** on same PowerBi document

THANK YOU

Sum of Import Quantity by Shortened Commodity

