

# Consumer Lifestyles in Bahrain

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## Abstracts

Bahrain is generally an affluent country but its consumer profile is skewed by the large number of high-earning Western expats and low-income workers from South Asia. Regardless, consumer expenditure per household has increased significantly in recent years—33% since 2009—reaching US\$72,095 in 2014. Younger consumers are driving changes in consumer shopping habits, in particular in the internet retailing channel.

Euromonitor's Consumer Lifestyles in Bahrain report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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