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Supported by Her Excellency Fatima bint Jaffar Al Sairafi  
Minister of Tourism



# Post Event Report

23 January - 1 February 2025 | Exhibition World Bahrain

theautumnfair.com |





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# A Message to Our Partners

We extend our sincere gratitude to the Ministry of Tourism and the Bahrain Tourism and Exhibitions Authority for their invaluable support, which played a key role in the success of The Autumn Fair 2025.

## Official Support



## Bank Partner



## Official Arabic Media Partner



## Media Partners



## Official Social Media Partner





## Event Overview

The 2025 edition of The Autumn Fair marked a milestone 35 years as Bahrain's largest and most beloved retail festival. Over 10 action-packed days, visitors explored a diverse showcase of products from around the world—ranging from specialty foods and textiles to household essentials, electronics, fashion, children's toys, and more. With a vibrant atmosphere and something for everyone, this year's fair once again proved to be a must-visit shopping and entertainment destination.



35

Editions



602

Exhibitors



24

Exhibiting countries



22,500

Sqm



206,467

Visitors





# Attendee Insights

The Autumn Fair welcomed thousands of avid shoppers from Bahrain and beyond.



**206,467**

Eager shoppers in 2025



**69%**  
Females

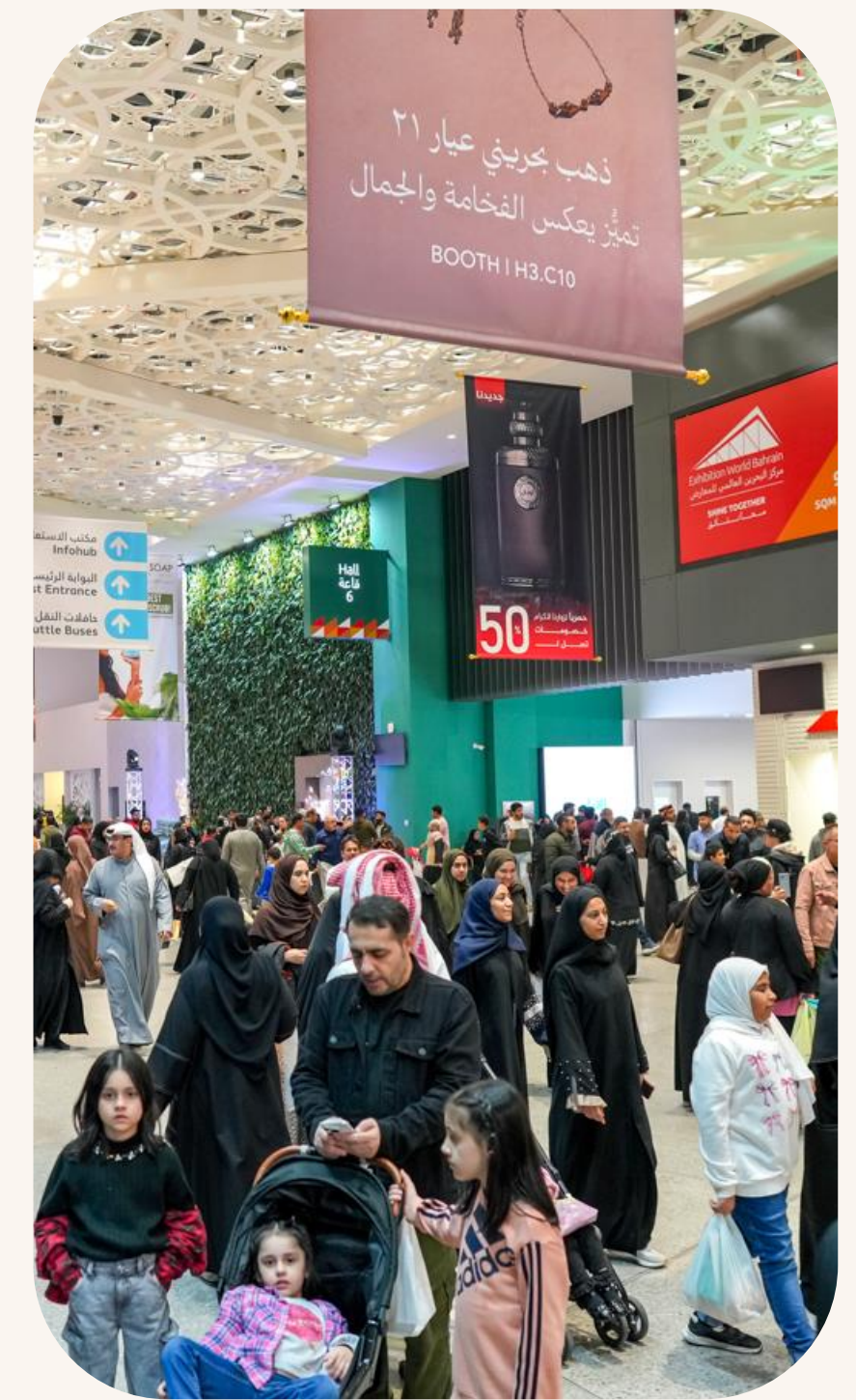


**12-65+**

Age group



**31%**  
Males



## Top 5 country of attendance

<b>77.1%</b>	<b>13.1%</b>	<b>3.7%</b>	<b>1.2%</b>	<b>0.2%</b>
<b>Bahrain</b>	<b>Saudi Arabia</b>	<b>India</b>	<b>Kuwait</b>	<b>UAE</b>

## How many times have they attended in past years?

<b>114,069</b>	<b>25,705</b>	<b>58,574</b>
<b>Yes – 2 or more times</b>	<b>Yes – Just once</b>	<b>Never</b>



## Attendee Feedback



*"I've been attending for over 10 years now, and the diversity in products is fantastic. Especially over the past two years, with the expansion of the event and the addition of new product types, it's made the experience even more exciting for all of us.*

*From clothes and spices to perfumes and household items, there's something for everyone. The decorations and overall management of the event have greatly improved, and the parking has also been made much easier."*

**Mohammed – The Autumn Fair 2025 Visitor**



## Attendee Feedback



*"I've been attending The Autumn Fair for around 10 to 15 years now. I've purchased cosmetics and many other products over the years. What keeps bringing me back are the prices and special offers from all the exhibitors.*

*This year, the variety of products is noticeably so much greater than before."*

**Michelle – The Autumn Fair 2025 Visitor**

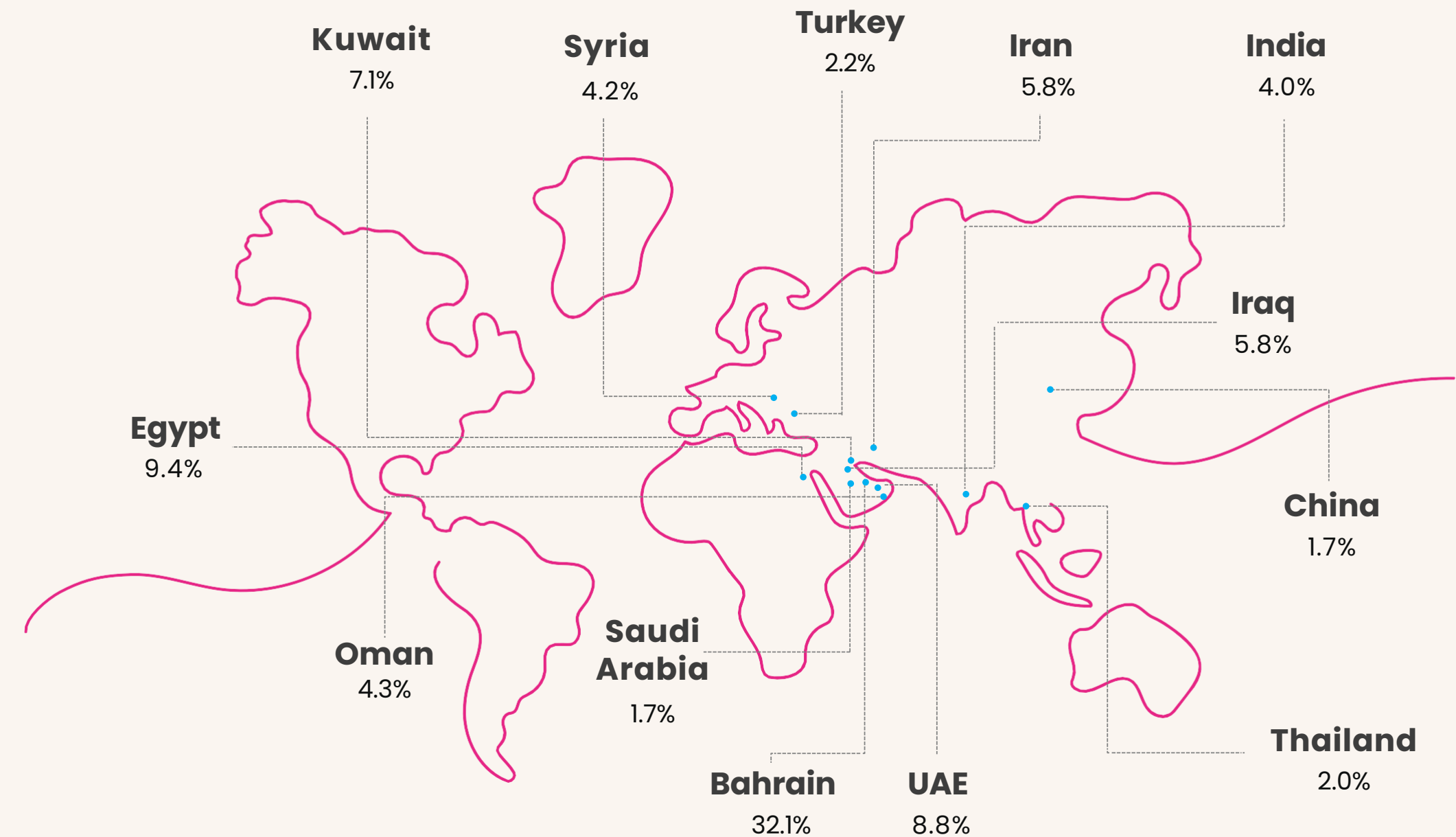




# Exhibitors & Sponsors



Where some of our exhibitors are from...



## Key exhibitors



"We are from Austria and have been in business for 30 years, with this being our second consecutive year exhibiting here in Bahrain. This year has been much better than last, offering a lot of new experiences."

We've had many returning visitors from last year, as well as new ones. The Autumn Fair is very well organised, and the quality of the visitors has been excellent."

Maximilian Kernberger – BON (Best of Nature)





## Exhibitor Feedback



*"We've been exhibiting at this event for 25 years, and as a company from Yemen, we've seen continuous improvements and successes each year. This year, the management and organisation are noticeably better than before.*

*The visitors are wonderful, and the Bahraini people are always kind and polite. The exhibitors around us are great as well, and it's clear that everyone is exhibiting here for the same positive reason."*

**Ali Abu Ayman – Hadramwt AlWadi**



## Exhibitor Feedback



*"This is our first time exhibiting at The Autumn Fair from Japan, it's been a beautiful experience with amazing customers. We thought our brand might not be well-known, so this event was the perfect chance to showcase our products.*

*We highly recommend other exhibitors join too. The event has truly exceeded our expectations, and we look forward to future opportunities."*

**Axa – Kitowa Fragrance**





# Product & Features

The Autumn Fair offered a wide range of product categories, from furniture and fashion to spices, perfumes, jewellery, and watches. In addition, there were several exciting features, including the Dabdoub Daily Hour, where our mascot made an appearance from 6-7 pm each day, the Export Bahrain Pavilion, 11 food and beverage brands, 24 countries represented, and an F1 display vehicle.



**Carpets**



**Fashion Accessories**



**Food Products**



**Footwear**



**Furniture**



**Garments & Textiles**



**Handicrafts**



**Home Decorations**



**Household Items**



**Jewellery & Watches**



**Leather Goods**



**Perfume & Cosmetics**



**Plants**



# Marketing Campaign in Numbers



Current database: **205,000+** contacts based in Bahrain and the GCC



**21.1M** impressions through digital marketing



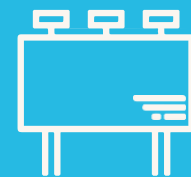
**301K** website visits



**\$1,010,019** total PR value from press coverage



**40K+** followers on Instagram



Prime outdoor advertising across Bahrain



Regular emails and SMS campaigns to visitors and prospects



Targeted digital and social media campaigns in the GCC region



Coverage from key social media influencers and media publications



Supported by



وزارة السياحة  
Ministry of Tourism



هيئة البحرين للسياحة والمعارض  
Bahrain Tourism & Exhibitions Authority



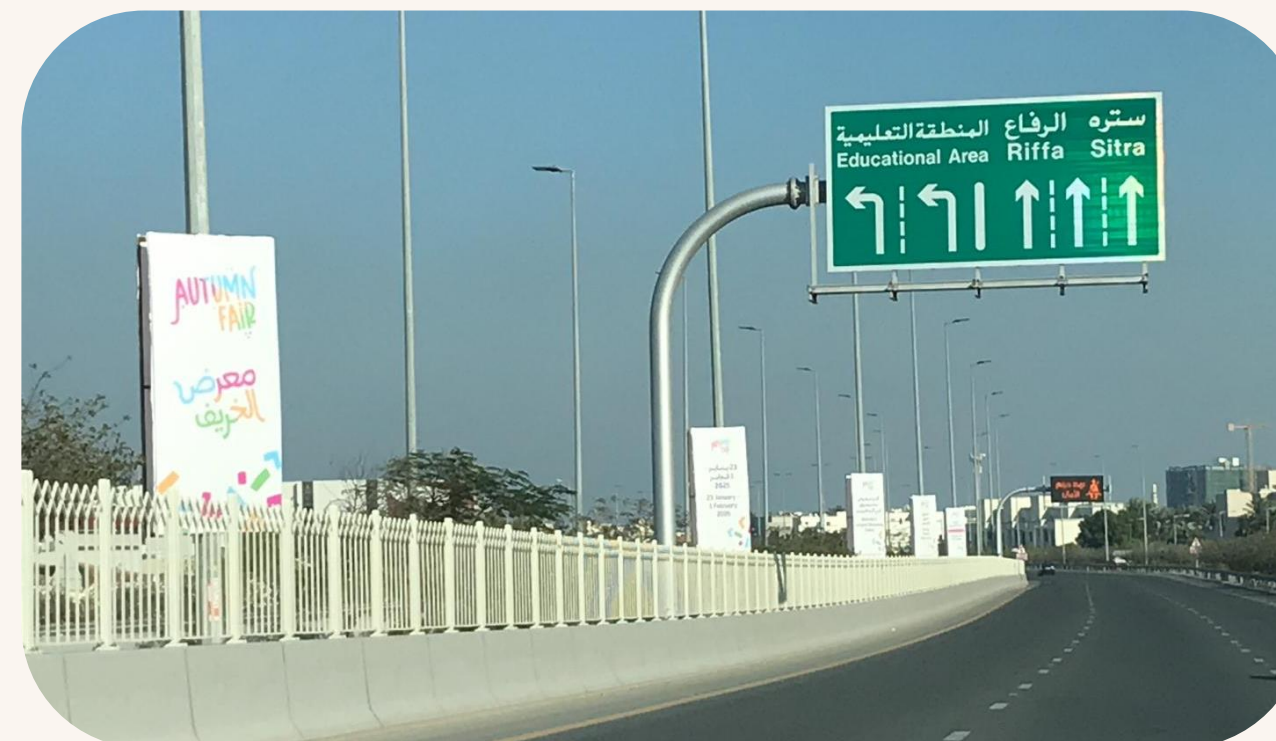
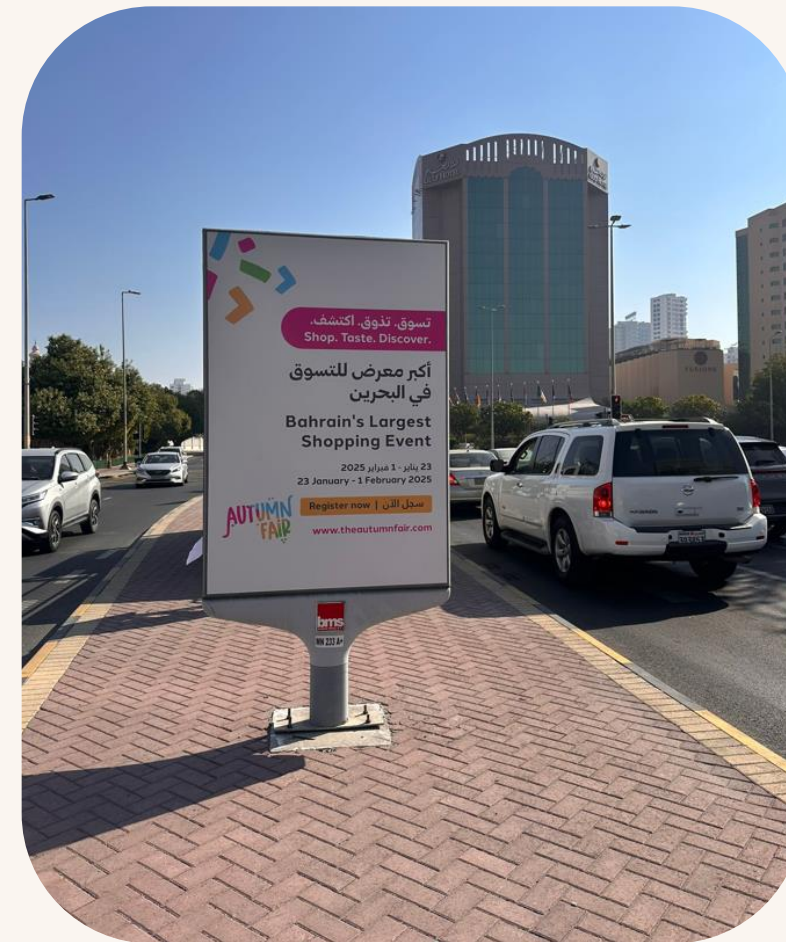


# Marketing Digital Campaign





# Marketing Outdoor Campaign





## PR Circulation

The Autumn Fair was featured in some of the leading press outlets:



**\$1,010,019**  
PR value generated



**3.94M**  
Impressions



**45**  
Outlets



**215+**  
Articles



# Influencer Coverage

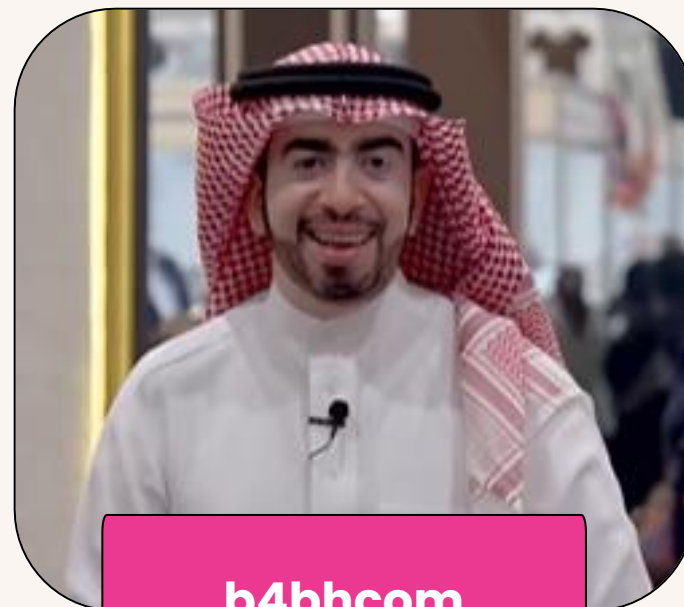
The Autumn Fair was covered by local and regional influencers including:



**daimak**  
1.4M followers



**manaltala191**  
120K followers



**b4bhcom**  
309K followers



**ebrahim.sanad11**  
138K followers



**iknowhatoeat**  
103K followers



**kam\_227**  
983K followers



**bh.today**  
188K followers



**sherey\_sherey**  
32.3K followers

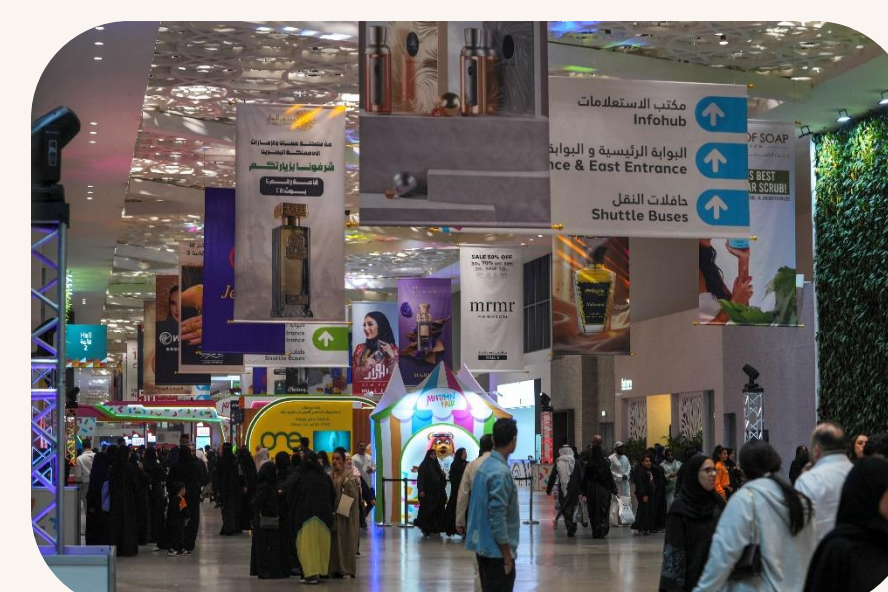


**dolah.alkhalasi**  
254K followers



# Event Highlights

The Autumn Fair attracted a diverse crowd, eager to explore and interact with a wide range of products. Visitors tried on clothes, sampled fragrances, and discovered new brands, creating a lively atmosphere where shopping became a shared experience. It's a true celebration of culture, commerce, and community.





# Thank You to Our Sponsors





# Interested in Exhibiting at **The Autumn Fair 2026?**

Get in touch to secure your space, attract visitors to your company, and enhance your brand's presence before and during the event.



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[Click here](#)

[Sponsorship enquiry form](#)



**Event Organiser**



**Official Support**



[theautumnfair.com](http://theautumnfair.com)