

**Expression of Interest (EoI) Notice for
Consultancy services for conducting a
Market Study on Coffee Sector of
Bahrain for
Embassy of India, Bahrain**

Tender Notice

No. Bah/Com/209/01/2025

15 September 2025

The Embassy of India, Bahrain invites sealed quotations from reputed and experienced consultancy companies/firms for conducting a market study on the “Coffee Sector in Bahrain.” The Market Study should include the following coffee products:

- i. Green Coffee Beans
- ii. Roasted Coffee (Ground and Whole Bean)
- iii. Instant Coffee
- iv. Specialty Coffee (including Single Origin and Organic varieties)
- v. Coffee-based Beverages and RTD (Ready-to-Drink) products
- vi. Coffee Capsules and Pods
- vii. Coffee Equipment (small-scale roasters, grinders, espresso machines, etc.)
- viii. Café Franchises or Business Models for Indian Coffee Brands.

Main Objective:

- What is the current scenario including export-import and future prospects of the coffee sector in Bahrain?
- What are the trade barriers, non-trade barriers & other challenges being faced by exporters, especially Indian exporters, while exporting coffee products to Bahrain and suggestions for tackling them?
- What is the standard procedure being followed by Bahrain for importing coffee products?
- To identify major importers & exporters of coffee products.
- To identify specific coffee products where India has an advantage and suggest potential markets for the Indian coffee sector.
- To determine target customers and their preferred coffee choices (e.g., roast levels, origin preferences, form of coffee).
- Current demand pattern of coffee products in Bahrain, which are produced and can be exported from India.

- Major supermarkets, cafés, and distributors in Bahrain which may be interested in imports of coffee products from India.
- To provide a better understanding of the registration and licensing process for the export of coffee products from India to Bahrain.
- Suggest marketing strategies and factors determining purchase decisions in Bahrain's coffee market.

Scope of the Work:

A descriptive market study should involve the current scenario of the coffee industry and future prospects, supply and demand dynamics, pricing trends, consumer preferences & industry trends, distribution channels, government policy and various other relevant factors. The report may cover, among other things, comprehensive and accurate information on the following points:

i) Overview of Bahrain's Coffee Sector

Brief analysis of Bahrain's coffee industry, including domestic consumption patterns, consumer preferences, coffee drinking habits, industry trends, and local roasting units (if any).

ii) Import Dependence and Competitive Analysis

Assessment of Bahrain's dependence on coffee imports, category-wise imports from India and other countries, and India's competitive position compared to key exporters (e.g., Brazil, Italy, Switzerland).

iii) Government Policies and Regulations

Bahrain Government's policies, initiatives, trade regulations, import procedures, and any trade barriers (tariff and non-tariff) affecting coffee imports, particularly from India.

iv) Market Structure and Key Players

Identification of major Bahraini importers, distributors, and retailers (category-wise), along with an overview of distribution channels such as wholesale, retail, cafés, HORECA, e-commerce, and export markets.

v) Pricing Trends

Analysis of pricing trends and factors influencing price variation across different segments (premium, mid-range, bulk, etc.).

vi) Opportunities for Indian Exporters

Evaluation of potential for Indian exporters to partner with Bahraini stakeholders, expand within the GCC, and strategies to increase exports from India.

vii) Challenges and Recommendations

Identification of key bottlenecks for Indian coffee exporters and actionable recommendations to address these issues.

viii) Summary and Action Plan

Key findings and actionable recommendations for stakeholders.

ix) Any other findings/suggestions as deemed necessary.

Eligibility:

- i) The firm should possess all necessary registrations and certificates required under local regulations.
- ii) The firm should have sufficient working experience (3-5 years) in conducting market studies, preferably in the F&B or coffee sector.

Timeline:

- First draft report should be submitted within 45 days after award of work.
- Final report should be submitted within 90 days after award of work.

Quotation Submission Guidelines:

1. While submitting quotations, the following points should be considered:
 - i) The price quote should be inclusive of VAT (if any)
 - ii) The quoted price would be considered final for payment purposes.
 - iii) The terms of payment should be clearly mentioned in the quotation.
 - iv) The methodology of the study (e.g., survey, interviews, data sources) should be clearly written along with the timeline.
2. Interested companies may send their bids in a cover envelope (with “Bids for Market Study on Coffee Sector” written on the cover) comprising of two separate sealed envelopes:
 - One titled ‘Technical Bid’ consisting of Company Profile and relevant experience.
 - One titled ‘Financial Bid’ consisting of the financial proposal.
3. The bids may be sent at the following address latest by 25th September 2025.

For any queries, the same may be forwarded to the undersigned.

**Head of Chancery
Embassy of India, Bahrain
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