

Eid Surge Revives Gold Trade at Manama Souq

TDI | Manama Neethu V

With Eid al-Adha approaching, Manama Souq is witnessing a renewed surge in shopper activity, with the gold sector in particular showing a noticeable revival after a relatively quiet period. During a field visit by The Daily Tribune, several jewelers noted that the market has regained vibrancy, with rising footfall and stronger buyer interest compared to recent months.

bia, contributing to improved business activity.

At Al Akram Jewelers, Abdullah highlighted that the drop in gold prices - from around BD 58-60 to approximately BD 48 for 21-carat gold has played a key role in boosting demand. He added that daily



Gold trader Jay Rathod



Kunal Ramesh, a gold trader



Abdullah, a gold jeweller at the souq

Gold trader Jay Rathod said the Eid season has traditionally been a peak period for sales, and this year is no exception. He observed a clear uptick in customers, with around 15-20 visitors at a time, including 4-5 active buyers - significantly higher than the subdued demand seen in March, when walk-ins were minimal. He also noted the return of regional and international shoppers, particularly from Saudi Ara-

customer numbers have increased substantially, rising from around 10-15 during quieter periods to nearly 40-50 visitors per day during the current festive season.

Another jeweler, Kunal Ramesh reflected that while the overall situation has improved, the influx of customers from neighboring countries such as Kuwait and Qatar - who typically seek Bahraini gold designs—remains moderate but is expected to

grow gradually as Eid approaches. Overall, traders describe the current period as a welcome boost for Manama Souq, with Eid bringing renewed energy, stronger sales, and a positive outlook for the gold market. What truly stands out, however, is the return of the souq's signature vibrancy - its bustling alleys, lively exchanges, and festive energy, firmly restoring the spirit that defines Manama Souq during peak seasons.

Smiles Before Eid

Royal Humanitarian Foundation and Armada bring festive cheer to sponsored families ahead of Eid Al-Adha



Two hundred girls had the chance to pick their own Eid outfits this season, thanks to a heartwarming initiative bringing together the Royal Humanitarian Foundation and Armada, the company behind the Riva brand.

The girls, all beneficiaries of the Foundation, were taken to the Riva Kids branch at The Avenues Mall, where they were free to choose their own Eid essentials - turning what might have been an ordinary shopping trip into a moment of celebration.

More Than Clothing For many of the families involved, the gesture carried weight beyond the garments themselves. Eid dressing is a cherished tradition across the Gulf, and for sponsored households, having that tradition honoured by the wider community makes the occasion feel complete.



Partners in Purpose

Eng. Ebrahim Dalhan Aldoseri, Acting Secretary-General of the Royal Humanitarian Foundation, praised Armada's continued commitment, describing the annual initiative as a meaningful expression of community partnership that brings genuine happiness to the families the Foundation supports.

He noted that Armada's consistency in showing up -

year after year - is what sets this collaboration apart from a one-off gesture.

Giving Back Together

The initiative reflects a broader culture of corporate giving in Bahrain, where private sector companies increasingly align seasonal celebrations with social responsibility, ensuring that festive moments reach beyond those who can afford them.

Our warmest Greetings and Congratulations to

His Majesty King Hamad bin Isa Al Khalifa
The King of the Kingdom of Bahrain, may God protect and preserve him

and

His Royal Highness Prince Salman bin Hamad Al Khalifa
The Crown Prince and Prime Minister, may God protect and preserve him

The Royal family, Government and the people of
the Kingdom of Bahrain on the occasion of

Eid Al-Adha

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