



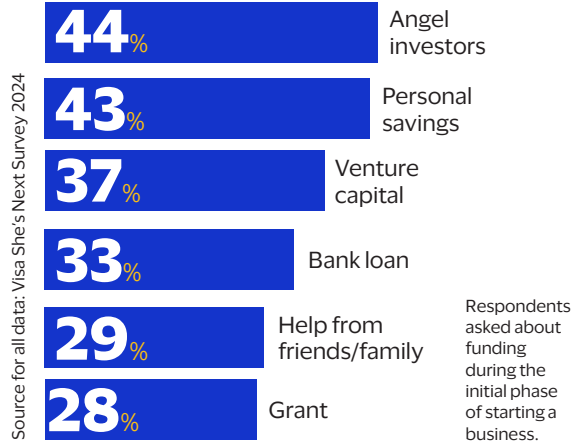
Women entrepreneurs leverage digital tools in Bahrain

Bahrain's high digital awareness and the strong influence of social media on business have had a significant influence on the country's entrepreneurial ecosystem, driven by women at the forefront. At the same time, women report challenges related to online sales development and gender-related perceptions.

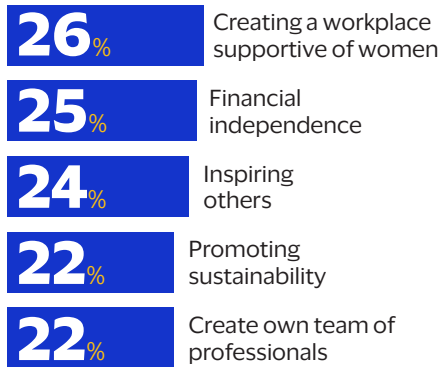
Bahrain has been at the forefront of supporting women in business through organizations like the Bahrain Businesswomen's Society (BBS)¹ and initiatives like Riyadat, which is dedicated to empowering female entrepreneurs². BBS offers a platform for networking and professional development, while Riyadat provides resources and training to help women entrepreneurs establish and grow their businesses.

1. Bahrain News Agency. [Bahraini women's educational achievements hailed](#). 10 December 2021.
2. Tamkeen. [Riyadat program](#).

Top initial funding sources for women-run businesses

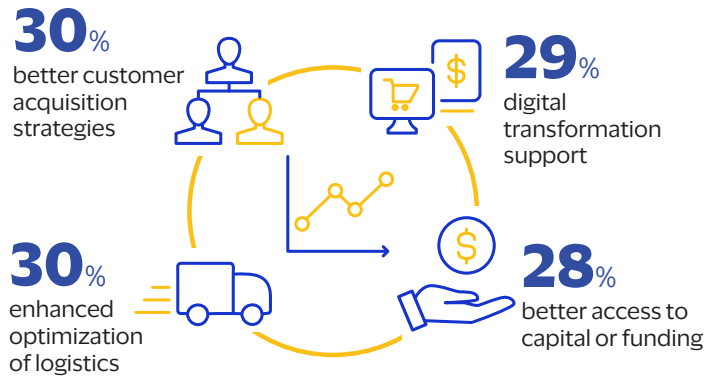


Top motivations to start a business



Top five responses have been selected.

Top challenges to growth



“Our purpose at Visa is to enable and uplift everyone everywhere, which is why we recognize that women entrepreneurs play a vital role in that vision.”
Malak Alsaffar, Country Manager for Bahrain, Visa

Top industries women operate in

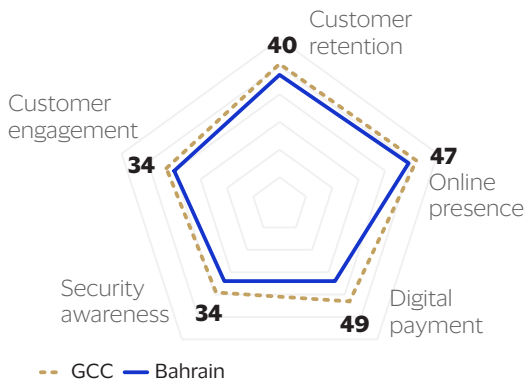


Aida Almudaifa, Founder and CEO of Early Riser
Visa She's Next 2023 Bahrain Winner

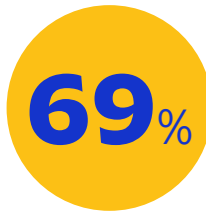


Aiming for sustainable, digital growth

Digitization score

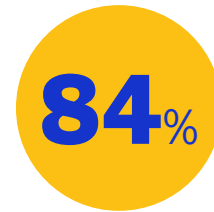


Cybersecurity



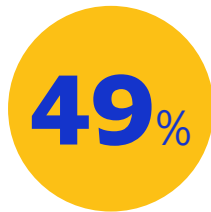
of women entrepreneurs are familiar with cyber threats

Creator economy

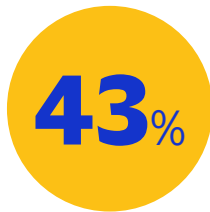


say social media influencers contribute positively to business

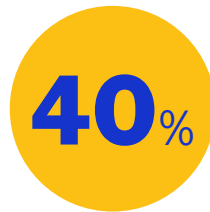
Aspirations of women entrepreneurs in Bahrain



of businesses plan to explore new markets for expansion

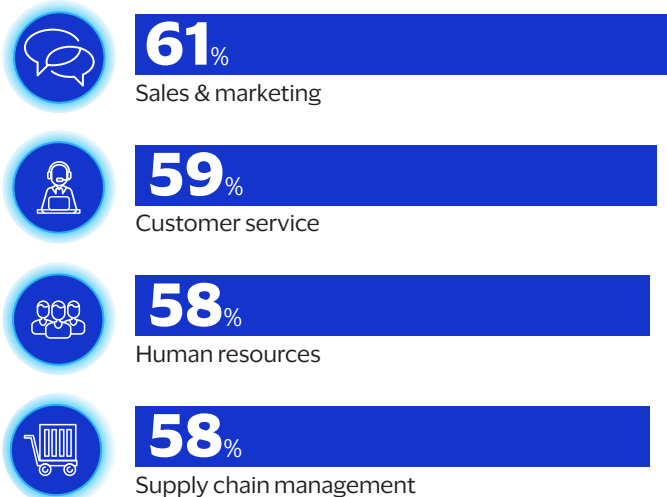


will focus on enhancing social and environmental impact



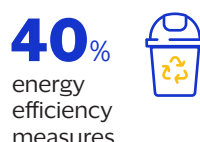
of ventures will focus on broadening customer reach

Top impact areas of AI in business



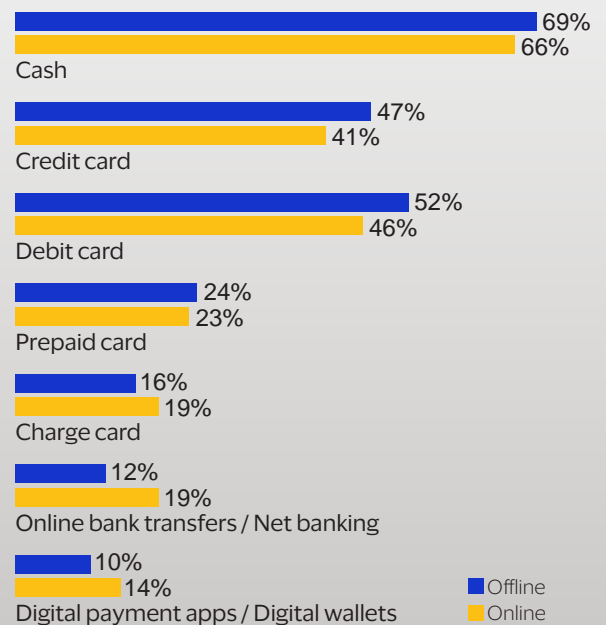
Building sustainable businesses

Entrepreneurs in Bahrain highlight their top efforts to incorporate sustainable practices, which include:



Source for all data: Visa She's Next Survey 2024

Top payment methods



How businesswomen in Bahrain ensure secure digital payments

