

# Brewing success. From concept to capsule.

When a leading coffee brand spotted an untapped opportunity in the Middle East, they needed deep consumer insight to fast-track their market entry.

## 01 Challenge:

The brand identified a promising new product opportunity in the Middle East. However, entering the category required caution, as coffee consumption in the region strongly favors traditional formats and trusted local brands.

## 02 The SBX Approach:

To guide the launch, SBX conducted large-scale, in-depth concept testing and refinement focused on Arabic coffee capsules.

We uncovered precise flavour preferences, gauged likelihood of adoption, and identified key barriers.

**2,000**

conversations with coffee drinkers in Saudi Arabia and the UAE

**8 days** from brief to insights

**71%**

of respondents identified 'lack of authenticity' as a barrier to adoption

*"The new capsules would need to match up to the traditional method. Saudi coffee is **sweetened** and then **flavored with cardamom and saffron**" - F, 29, SA*

## 03 Results:

**SBX accelerated the brand's product launch by 2-3 weeks.**

By pinpointing the right product attributes, SBX helped the brand overcome key misconceptions and tap into emotional triggers – ultimately enabling them to localise messaging and connect with Middle Eastern consumers more effectively.



*"We have been pleasantly surprised with the speed and quality of delivery, it's been a very enjoyable experience. Using SBX has accelerated our launch by 2-3 weeks and you overdeliver at a price 2X cheaper than other players."*

Senior Brand Manager,  
Leading Coffee Brand