

CENTRAL VENUE TESTING PROVED THAT PRODUCT NEEDED TO BE REFORMULATED FOR SOUTH AFRICAN MARKET

Research Objective

An international client wanted to test whether a very successful overseas snack product could be launched in South Africa, without modifying the formulation/ taste.

Research Findings

After conducting both qualitative (8 focus group discussions) and quantitative research (400 personal interviews amongst category users) it was established that the product was unlikely to succeed in the format presented.

Two important factors were highlighted:



South Africans like a much stronger flavour delivery than the product tested



The local market prefers a softer bite, they do not like a product that requires as much chewing as the one presented

Outcomes

The client decided to reformulate the product completely and investigate local product sources for flavouring.

In ongoing research, a number of enhanced products were tested until the ideal profile was identified.

The client now uses the "ideal" product for South Africa as their benchmark as opposed to international products.



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