



Olive Oil

Case Study

Client: Multinational FMCG firm

Category: Olive Oil

Challenge

- **20+ years** of category expertise running on instinct
- Wanted to enter **HORECA** but lacked channel-level intelligence.
- Unclear which **competing suppliers** held each segment and where switching triggers existed.
- Consumer awareness of **Extra Virgin vs. Virgin olive oil** completely unmapped.

Solution

- Consumer **focus groups** + online surveys across Greater Cairo and Alexandria.
- **Concept + taste testing** with mothers and babies (5 flavors)
- **30–45 min** IDIs with active market players: competitor strategy, distribution challenges, innovation pipeline (sizes, flavors).
- **Retail & hypermarket** audits revealing true shelf performance vs. distributor-reported data.

Outcome

- Client entered **HORECA** with SKU sizes matched to each segment, priced per profiling findings.
- Built a **two-year consumer** education content strategy to dismantle the cancer myth and reposition olive oil as a cooking staple.
- Findings replaced **two decades of assumption** with evidence-backed channel and consumer strategy.

