

# Frozen Pizza [UAE]

## Concept Screening

From Speculation to Market-Verified Success



### The Challenge:

A global food manufacturer facing tight timelines and limited budgets sought to evaluate the market appeal of new frozen pizza variants in the UAE.



### The Solution

Using our Concept Screening Solution, we benchmarked each idea against live in-market benchmarks and a category-specific predictive model that integrates:

- **Validated market data** (real brands, real signals) to anchor the baseline.
- **Market priors** for taste & flavor appeal learned from the category (not guesses).
- **Regulatory & cultural compliance logic** (e.g., halal suitability) that affects market fit.
- **Guard railed scoring + provenance**, so every KPI has a traceable origin.

### How we did it, applying our method

#### BUILD THE UAE BENCHMARK

We ingested and evaluated 35 brands/SKUs of frozen pizza brands (Americana, Al-Kabeer, Goodfella's) currently available for sale across key retail outlets in UAE (e.g. Carrefour).

Each brand was then scored on KPIs (0-1): Trend Alignment, Sensory Appeal, Taste Appeal, Flavor Appeal, Package Appeal, Convenience, Consumer Sentiments, Ease of Use, Trust & Safety, Brand Strength, Nutrition, Sustainability cues.

We then computed **market averages** and **leader ranges**

#### MINE AND LEARN PRIORS FROM THE CATEGORY

We mined the UAE benchmark data to understand priors from the Category.

- **Taste prior:** the UAE's preference vector inferred from ingredient/nutrition patterns +descriptive cues.
- **Flavor prior:** popularity and familiarity by flavor (e.g., Chicken Tikka, Beef Pepperoni).
- **Packaging prior:** functional + design signals (e.g., re-sealability, messiness, oven success).

#### SCORE THE CONCEPTS

- **Taste Appeal** is based on similarity of concept profile to UAE taste prior (cosine-like similarity, guardrailed).
- **Flavor Appeal** is scored based on a blend of flavor popularity prior + familiarity + shelf presence.
- **Package Appeal** is assessed on a blend of package-type functionality + prep-time convenience + market design prior.
- **Compliance** = halal/non-pork checks; non-compliant concepts penalized or blocked per policy.

#### SUMMARIZE WITH MSP

**MSP (Market Success Potential)** = weighted composite over applicable KPIs (taste, flavor, sensory appeal). Report **gaps vs market average** to quantify headroom.



| Concepts             | MSP     | Delta vs Market Average |
|----------------------|---------|-------------------------|
| Concept B            | 0.79    | 0.1                     |
| Concept C            | 0.78    | 0.9                     |
| Concept A            | 0.66    | -0.3                    |
| Concept E            | 0.59    | -0.14                   |
| Concept F            | 0.54    | -0.15                   |
| Concept G            | 0.53    | -0.19                   |
| Legend               |         |                         |
| Above Market Average | Average | Below Average           |