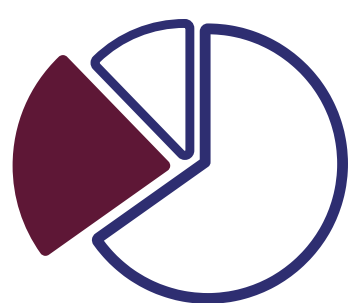




A Strategic Partnership

since **2024**



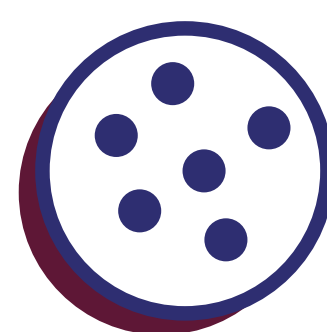
Market Share
23%



CAGR
14%



No. 1
in Protein
Snacking



Distribution
Expansion beyond
Supplement stores
To Retail stores

BUILDING QATAR'S LEADING PROTEIN SNACKING BRAND



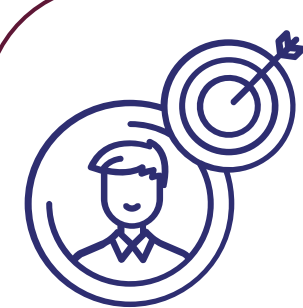
MARKET ENTRY:

- Qnited successfully positioned Quest as a leading functional snacking brand in the market through strategic distribution expansion, strong modern trade execution, and targeted consumer engagement.



BRAND POSITIONING:

- Premium price positioning.
- Premium pricing reinforces the brand’s positioning and perceived product quality.



STRONG PRODUCT-MARKET FIT:

- Consumers increasingly seek snacks that combine nutrition with taste.
- Quest addressed the gap for "healthy snacks that actually taste good."
- Continued category innovation supports relevance and consumer interest.



DISTRIBUTION EXPANSION:

- By focusing on high-protein, low-sugar innovation and lifestyle-driven marketing, Qnited strengthened Quest’s visibility across key modern trade and retail channels.



INFLUENCER MARKETING:

- Influencer-led awareness campaigns on Instagram.
- Partnerships with fitness trainers.
- Social media campaigns highlighting product and category innovation.
- Product sampling at fitness centres.
- Sponsorship of fitness events.



let's build the next
category leader, together.

Get in touch

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