



MODERN BEVERAGE CULTURE 2023

A Hartman Group Syndicated Research Study

**Fielded April– June 2023
Market Coverage: U.S. Market**



**CONSUMER/
SHOPPER INSIGHTS**



**FORESIGHT
AND TRENDS**



**STRATEGIC
CONSULTING**



**INNOVATION
AND IDEATION**



Beverages are ubiquitous in American culture. From quenching thirst to nourishment to celebration, beverages play an important role in consumers' lives. The Hartman Group's Modern Beverage Culture 2023 study will explore how consumers engage with today's rich beverage landscape.

The Hartman Group last explored American beverage culture in 2018 where we took a deep dive into understanding the attitudes, rituals, behaviors and aspirations around beverage consumption. Much has changed both in the beverage marketplace and in American society since 2018, with the ever-growing landscape of beverage offerings and events like inflation shaping requirements to purchase decision processes.

This new study investigates the effect of these broad trends on the role of beverages across the different aspects of consumers' lives, from everyday hydration and replenishment needs, to mealtime preferences, exploration, and long-term health and wellness goals.

Modern Beverage Culture 2023 also takes a fresh look at the Modern Beverage Need State model, which highlights six key need states driving beverage choices, to illustrate how consumers engage in beverages today.

Ultimately, the study provides actionable guidance on how consumers navigate the increasingly complex beverage landscape and how companies can best engage consumers in this fast-innovating space.

Modern Beverage Need States





Through a national online survey, supplemented by in-depth online qualitative interviews as well as benchmarking against prior research, the Modern Beverage Culture 2023 study examines key consumer attitudes, usage and behaviors and identifies what has evolved over time as well as new and emerging trends.

KEY TOPICS INCLUDE:

Beverages' Role in Today's Culture

- What role do beverages play in American eating and drinking today?
- What is the future of food and beverages in America?

Beverage Attitudes and Aspirations

- What benefits are consumers seeking when it comes to their beverage consumption?
- Where do beverages fit within consumer aspirations for eating and living well?
- What features or characteristics do consumers look for in their beverages?

Beverage Occasions

- What does the landscape of beverage consumption look like?
- What shape does consumption take across the day and week, and on different occasions?
- How does the presence of food impact the beverage occasion?
- How do demographic factors relate to beverage consumption?
- How does the occasion impact the beverage selection?
- What is driving these changes? What does this suggest as far as unmet needs?

Procuring Beverages

- What criteria shape consumer purchasing decisions for beverages?
- How and where are consumers sourcing beverages?
- What role does on and off premise play in the procurement of beverages?
- What is the role of format, size and packaging in beverage decision-making?



METHODOLOGY

Modern Beverage Culture 2023 combines both new and trended quantitative research with in-depth ethnographic consumer immersions.

Quantitative: Nationally representative online survey of n=2,253 U.S. adults (aged 16–77). Readable samples of standard demographics (e.g., gender, ethnicity, generational cohorts).

Qualitative: One-week engagement (journaling, special prompts, photos, and videos) with participants across the U.S. using a dynamic online qualitative research platform paired with in-depth, follow-up virtual interviews with a subset of participants.

FINAL REPORT DELIVERABLE

An in-depth report (PowerPoint format) on study findings includes an executive summary, implications and strategic recommendations, and a complete analysis of relevant data supported by robust charts and visuals.

A supplemental set of data tables (in Excel format) with a breakdown of key demographics will accompany the report.

To learn more about pricing and how to secure your copy of the full report, connect with Melissa Abbott, VP of Syndicated Studies:

melissa@hartman-group.com

206.369.7142

ABOUT THE HARTMAN GROUP

The Hartman Group is the premier food and beverage consultancy. Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients.

Since 1989, The Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deep study of trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, thereby identifying unique opportunities and winning strategies for our clients.

hartman-group.com



CONSUMER/
SHOPPER INSIGHTS



FORESIGHT
AND TRENDS



STRATEGIC
CONSULTING



INNOVATION
AND IDEATION