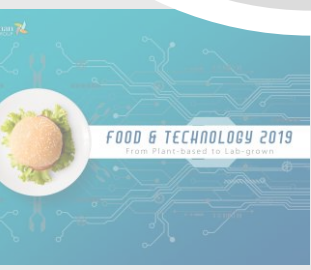


**2023
SYNDICATED
STUDY LINE-UP**

Hartman Group Syndicated Research

Market Coverage: U.S. Market



**CONSUMER/
SHOPPER INSIGHTS**

**FORESIGHT
AND TRENDS**

**STRATEGIC
CONSULTING**

**INNOVATION
AND IDEATION**



A Foundation of Understanding.

Hartman syndicated studies offer a broad overview of the market combined with an in-depth focus on segments or niche areas within the market. What makes our syndicated studies unique in the marketplace is the *integration* of immersive qualitative ethnography and quantitative online surveys with our signature brand of consumer-centric analysis and cultural layering.

The reports include data, information, and insights to inspire new thinking about strategy and help uncover new opportunities. Because costs are shared by multiple clients, Hartman syndicated research is an effective way to obtain a significant amount of relevant data, insights and strategic analysis at a fraction of the cost of an independent custom research study.

We field four multi-client syndicated research studies throughout the calendar year on timely topics of importance to companies across the food and beverage industries of consumer-packaged goods, food retailing, food service, and restaurants. The reports are released quarterly. This release schedule ensures that clients have the latest data on, and insights into, consumer sentiment and behavior; marketplace topics of interest; and cutting-edge trends.

Our study line-up for 2023—

- *Q1. Health and Wellness*
- *Q2. Modern Beverage Culture*
- *Q3. Sustainability & Transparency*
- *Q4. Gen Alpha & Gen Z— The Future Food and Beverage Consumer*



Q1. Health & Wellness 2023

The Hartman Group's series of Health & Wellness syndicated studies is the longest-running consumer-centric study of the U.S. wellness marketplace. The study provides current, in-depth insights into underlying motivations and behaviors for how and why consumers live, shop and use brands, products and services in the health and wellness space.

Health & Wellness 2023 will examine the American marketplace for well-being as the country has moved from the pandemic to the endemic phase of living with COVID-19. In the 2021 Health & Wellness study, we found that lingering fears of infection, as well as psychological effects of prolonged isolation and a changed world, enabled consumers to put the latest scientific knowledge about the workings of the body to new use with a focus on building comprehensive resilience – both physical and mental. The 2023 study will re-examine the state of these pandemic developments, as well as any new adjustments, as consumers learn to live with the ebb and flow of COVID-19 waves.

The study will also look past the pandemic to explore more broadly what's new, what's mainstream and what's around the bend in the world of health and wellness. The insights generated will provide companies in the food and beverage wellness space with a thorough understanding of the evolving meaning of health and wellness; the conditions consumers manage; the strategies they utilize (such as ingredients they are seeking or avoiding); other modalities they utilize (such as supplements and exercise); and other aspects of wellness they are pursuing (such as mental well-being).

Q2. Modern Beverage Culture 2023

The Hartman Group last explored American beverage culture in 2018, looking at the attitudes, rituals, behaviors and aspirations around beverage consumption. The Modern Beverage Culture 2023 study will update the key findings from 2018, but also take a fresh look at how we engage with the rich beverage landscape today. Much has changed both in the beverage marketplace and in American society since 2018, with consumers bringing an ever more complex set of requirements to their purchase decision processes.

This new study will look into 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, indulgent desires, and long-term health and wellness goals. Ultimately, the study will provide actionable guidance on how consumers navigate this increasingly complex landscape and how companies can best engage consumers in this fast-innovating space.



Q3. Sustainability & Transparency 2023

“Sustainability,” once taken to be simply the ability for human activity (food production included) and the natural environment to be sustained overtime, is now well understood to be a much more nuanced global challenge. Consumers point to a web of interconnected issues from broad global challenges such as climate change or natural resource conservation to more narrowly focused and tangible ones such as plastic waste, clean water supply or responsible farming methods. They also see social and racial justice as a separate yet related area – both environmental and social justice issues need to be addressed to transform our world into a more livable and sustainable space for all. Consumers see limits on how much they can affect change and they want companies to take the lead in addressing these large-scale challenges.

Building onto prior findings in The Hartman Group’s foundational Sustainability syndicated series, the Sustainability 2023 study will both provide an update on ongoing trends and examine new sustainability-related considerations that have become important to consumers (such as global energy supply). It will provide food companies, retailers, and restaurants with key insights into what consumers are looking for now, what issues are emerging and how they interplay with other priorities to allow consumers to fulfill their food journeys as well as live their values.

Q4. Gen Alpha and Gen Z: The Future Food and Beverage Consumer 2023

Gen Z – born in 1996-2012 and now in their teen and young adult years – are quickly becoming consumers with their own resources, attitudes, and expectations. Some Gen Z views very much mirror those of Millennials, such as welcoming diversity of all types (racial/ethnic, gender, household structure) as a good thing, or being deeply worried about environmental degradation and social inequality. At the same time, Gen Zs stand apart in some important ways. They are more racially and ethnically diverse than any generation that came before and are digital natives with no memory of the pre-Internet world. Their defining experiences include increasingly frequent major weather events, the Black Lives Matter movement, growing gun violence and the COVID-19 pandemic. Gen Alpha will be shaped by some of the same long-term trends, including continuing environmental and social challenges.

The Future Food and Beverage Consumer 2023 study will address Gen Z consumers and the parents of Gen Alphas to explore how all these cultural, social, environmental and political currents swirl and sculp the Gen Z and Gen Alpha cohorts, what views and expectations these young Americans will bring to their consumer choices as a result, and what it all means for food growers, manufacturers, retailers, and marketers.



Hartman Group Syndicated Research
Market Coverage: U.S. Market

A Bundle of insights to propel your business forward.

- An in-depth report (PowerPoint format) on study findings will include executive summary, implications and strategic recommendations, and a complete analysis of relevant data supported by full-color charts and visuals.
- A supplemental set of data tables (Excel format) with a breakdown of key demographics will accompany the report.
- Proprietary questions and/or custom data cuts (e.g., by retailer shoppers or non-standard consumers segments) may be available. Requests are handled on a first-come, first-served basis.

Flexible pricing model to best meet your needs.

Contact:

Melissa Abbott, Vice President,
Syndicated Studies

melissa@hartman-group.com

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.

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