



HARTMAN GROUP'S
TRENDS & FORESIGHT



Custom Research Design

Sophisticated Analytics

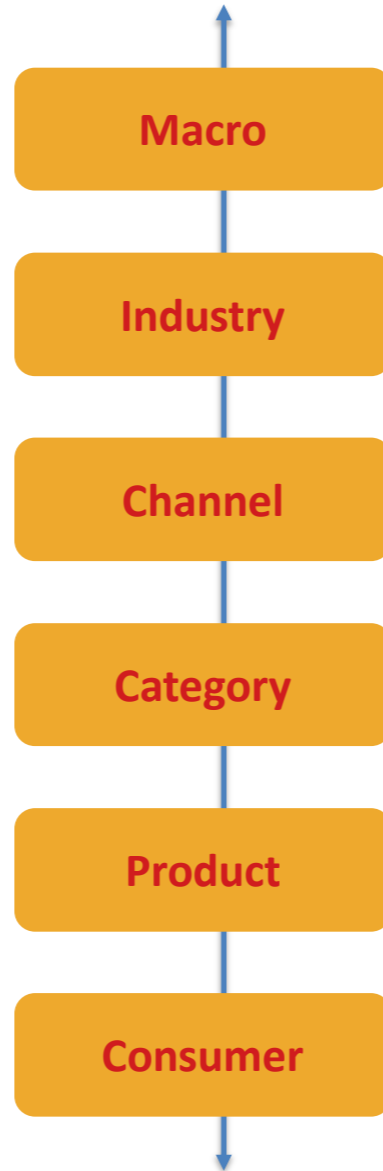
Culture-led, Forward-looking
Market Insights

With the speed and complexity of today's world, the ability to anticipate and actively shape systems of change among consumers and global marketplaces is essential.

The future isn't just something that happens; it emerges from human systems and choices. The Hartman Group's Trends and Foresight capabilities focuses on pathways and possibilities — imaging potential futures, identifying the ones worth pursuing, and charting the best course to seize them.

By linking the macro with micro, we help clients answer key questions shaping the future of their business.

Our human-centered, culture-led approach gives you a deep understanding of what's happening now and helps identify what comes next.



What are the large-scale forces shaping my marketplace, locally, regionally, and globally?

What are the key dynamics driving the future of food and beverage and how might trends in adjacent industries (e.g., fashion, tech) impact my specific landscape?

How are the ways consumers discover, source, and shop for food and beverages evolving in the physical and digital landscape?

What are the future attributes and benefits, behaviors and occasions that will shape my category and reveal opportunities for disruption?

What are the product attributes my product/brand can leverage to future-proof it in alignment with evolving cultural values?

What are the future consumer groups, needs, and behaviors I should be innovating against to future-proof my business?



CUSTOM SOLUTIONS

We draw on a wide range of methods...



STAKEHOLDER
INTERVIEWS



DATA MINING &
SECONDARY RESEARCH



GLOBAL TRENDS &
CATEGORY EXPERTS



IN-COUNTRY CONSUMER
& CULTURAL INFORMANTS



INTERNAL & CLIENT
WORK SESSIONS



TREND SYNTHESIS &
FRAMEWORK CREATION

...to answer your most important and urgent strategic and tactical business questions.

Whether your scope is local, regional, or global, we customize every engagement to address your specific needs from kick-off to delivery.

BESPOKE DELIVERABLES

We offer a range of options for delivering and socializing our research for maximum impact.

Tell us how your team likes to consume knowledge, and we'll create deliverables designed to inform and inspire.

Trend Reports & Custom Frameworks

Visually striking, story-driven reports with actionable insights, trend analyses and examples, and trend frameworks for informed decision-making and innovation

Trend Treks

Immersive in-person or virtual journeys to explore and make sense of cutting-edge trends and artifacts "in the wild"

Presentations

Engaging presentations (virtual, in-person) geared to specific stakeholders and audiences to help socialize findings and inspire folks about the possibilities

Innovation Workshops

Collaborative work sessions tailored in length and content to jump-start and guide innovation

Innovative Audio-Visual Formats

Move beyond the traditional PowerPoint report with embedded or standalone videos or other immersive formats to engage your audience

Components may include—

Early Trends Identification

Trend Drivers & Territories

Situation Assessments

Consumer-focused sizing

Cultural Insights

THE HARTMAN ADVANTAGE



Students of culture

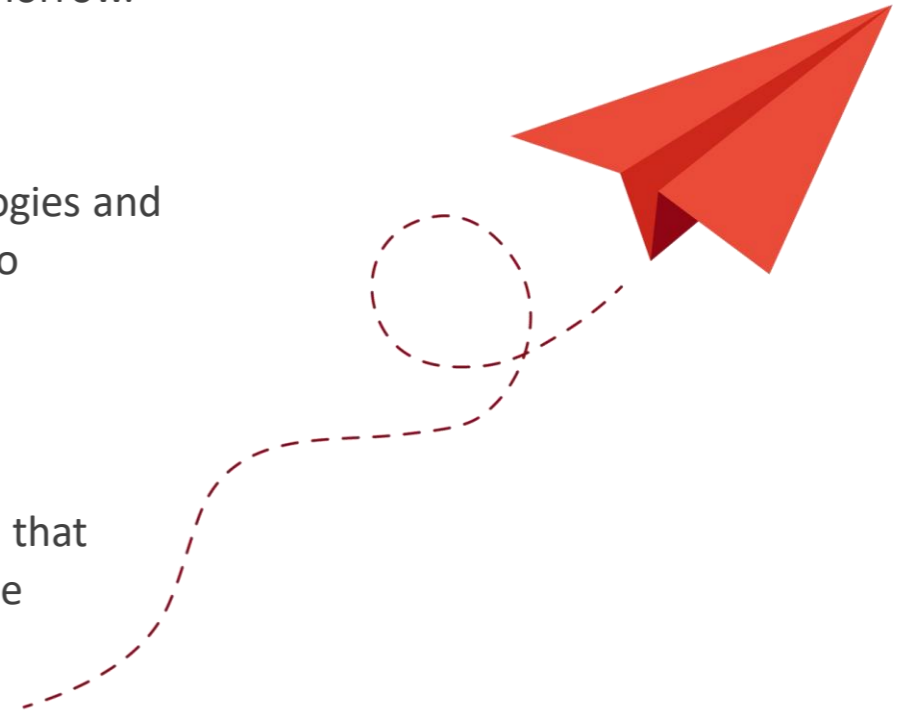
Smart. Client-focused. Nimble. Our constant immersion in food culture for over 30 years means we're not just on-pace with today's consumer trends, but we can anticipate market shifts and opportunities for tomorrow.

Authorities on consumers

Our empathy-centric approach layers in multiple methodologies and viewpoints to listen to and translate the consumer voice into actionable insights.

Passionate about food

In a world where everything is at the click of a button, a major piece that will move your business along is care and precision. We aim to be the best to help you shape the industry that we love.



THANK YOU

We look forward to helping you unlock growth.

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