

# 2025 Syndicated Study Lineup

Hartman Group Syndicated Research

Market Coverage: U.S. Market



CONSUMER/  
SHOPPER INSIGHTS



TRENDS AND  
INNOVATION



STRATEGIC  
CONSULTING



## A foundation of consumer-centric insights.

Hartman Group syndicated reports offer a broad overview of the market combined with an in-depth focus on segments or emerging trends to help identify growth opportunities. What makes our syndicated reports 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.

## Market-level insights to inform your strategy.

We field four syndicated research studies each year, focusing on topics that are timely and relevant to companies across the food & beverage industry: consumer-packaged goods, food retailing, ingredient suppliers, food service, and restaurants. The reports are released quarterly, ensuring that clients have the latest data on — and insights into — consumer sentiment and behavior, marketplace topics of interest, and cutting-edge trends.

## Reports that illuminate opportunities in a cost-effective way.

These reports include the latest data and strategic insights to inspire new thinking, while simultaneously uncovering opportunities in the food & beverage industry. Data are expertly analyzed through the lens of consumer culture, helping you turn inspiration into action. Because report costs are shared by multiple clients, Hartman Group syndicated research is an effective way to understand your target market. You receive extensive data, insights, and strategic analysis at a fraction of the cost of an independent custom research study.

## Our study lineup for 2025:

- Q1. *Opportunities in Health & Wellness: Navigating the Consumer Landscape*
- Q2. *Food Sourcing in America: The Role of Retail & Brand*
- Q3. *Sustainability in Action: Consumer Priorities & Realities*
- Q4. *Food and Technology: Insights for Innovation & Impact*



## Q1. Opportunities in Health & Wellness 2025: Navigating the Consumer Landscape

As the longest-running consumer study of the U.S. wellness marketplace, Hartman Group's *Health & Wellness* research series provides strategic insights into the often-paradoxical view consumers have regarding health today. This includes underlying motivations and behaviors consumers have for maintaining or improving their health through food & beverage.

The insights generated will help drive companies forward with a thorough understanding of the evolving meaning of health & wellness:

- The conditions consumers manage;
- The strategies they utilize, such as ingredients sought and avoided;
- Other modalities they leverage, including supplements and exercise;
- And other aspects of wellness they pursue, from weight management strategies in the age of Ozempic to mental well-being and opportunities in women's health.

### Here's a peek into what you will learn from the consumer perspective:

- Tradeoffs related to rising costs of healthy food products
- Ranking of conditions consumers are preventing/treating
- Top wellness strategies and tactics, filtered through Hartman's signature Health & Wellness segmentation
- Evolving perceptions of weight and health in consumer culture alongside the rise of GLP-1 drugs
- Strategies and obstacles to managing health & wellness aspirations amidst inflation and financial challenges

As inflation became a rising consumer concern in 2023, 35% said they would be healthier if they had more money.

In 2023, 44% of consumers defined "healthy" as *not being overweight*.

Source: *Health & Wellness 2023: The Great Wellness Reset*, Hartman Group



## Q2. Food Sourcing in America 2025: The Role of Retail & Brand

Hartman Group’s *Food Sourcing in America* research series has tracked food shopping trends — and more broadly, food sourcing trends — over several decades. The 2025 study will examine how the roles of retailer and brand intersect with rising inflation across much of the food sector. Further, the study will shed light on various food sourcing approaches that have become more popular as consumers make tradeoffs to counteract rising prices.

We will explore opportunities to bridge online and in-store conversions with omnichannel strategies that align with consumer priorities.

We'll also study how consumers discover new brands and affordable essentials in today’s hybrid retail environment, as well as the future of direct-to-consumer services, subscription services, food service, and delivery.

### Channel scorecard sample

Shopper Profile		
84%	shopped the grocery channel in the past 30 days (up vs. 78% 2020)	
3.6	trips to this channel per month (of which 2.6 in person and 1.0 online)	
47%	of grocery shoppers were highly satisfied with their last trip (rate it 9-10 on a 0-10 scale, index)	

  

Top 10 channel attributes (Top box – describes very well)			Index
Store/site is easy and quick to shop	44%		101
Large assort. of high-quality brands /products	39%		103
Offers good online order delivery/pickup options	39%		117
It has specific items/brands I need/like	38%		90
It has other services or features	37%		111
I enjoy shopping here	36%		91
It is the most convenient	36%		91
It has good customer service	33%		86
It has the lowest prices	31%		96
Tend to buy interesting things not looking for	30%		96

Source: *Food Sourcing in America 2022*, Hartman Group

### Here’s a peek into what you will learn from the consumer perspective:

- Ranking of (shopping) trip planning behaviors
- Role of store brands and national brands related to rising costs
- Channel and retailer scorecards (includes 25 channel and retailer examples; see above)



### Q3. Sustainability in Action 2025: Consumer Priorities & Realities

Building on prior findings in Hartman Group’s foundational *Sustainability* research series, the 2025 study will provide an update on ongoing trends and examine new priorities that have become important to consumers. We will explore the realities of rising costs associated with new claims across the food & beverage market, plus a variety of environmental, social, and economic challenges faced by consumers, their communities, and the planet.

The study will provide food companies, retailers, and restaurants with key insights into what consumers are looking for now (like improved packaging solutions) and what issues are emerging (like climate-friendly eating habits). We’ll examine how these factors interplay with other priorities to allow consumers to fulfill their food journeys and live their values.

#### Here’s a peek into what you will learn from the consumer perspective:

- Which specific sustainability attributes consumers are willing to pay more for
- Awareness and effectiveness of third-party certifications (trended)
- Ranked interest on sustainability priorities when shopping for foods and beverages
- Evolving perceptions of product packaging (like single-use plastic) and the tension between convenience and values
- A deeper understanding of your consumer through the lens of Hartman Group’s World of Sustainability, which segments consumers based on their level of engagement

In 2023,  
37% of consumers  
said they were very  
concerned about  
how much single-  
use plastic our  
society uses.

39% of consumers  
considered  
“conserving natural  
resources” important  
when deciding which  
foods and beverages  
to purchase in 2023.

Source: *Sustainability 2023: Making Things Personal*, Hartman Group



## Q4. Food & Technology 2025: Insights for Innovation & Impact

Hartman Group's *Food & Technology* research series tracks the acceptance of innovation from the consumer perspective — and where this innovation might be ahead of its time. The way we manufacture, plan, source, and prepare food has taken giant leaps in the high-tech direction recently. Our 2025 study will provide an update on consumer attitudes and interest in some of today's most innovative foods, like cellular meat, with data trending back to our 2023 study.

The study will also explore how consumers view and use technology in their food lives, from home kitchen tech like smart appliances to apps used for food sourcing and preparation.

In addition, we will analyze consumers' comfort level with companies using AI to personalize recipes and offers based on their needs, and how these tech solutions fit into consumers' overall food strategies. The study will take particular interest in how Gen Z and Millennials engage with these topics.

47% of respondents cited taste as the top barrier to trying new technologies in 2023.



### Food for thought:

As sensory qualities improve, will price be the greater concern in 2025?

Source: *Food & Technology 2023*, Hartman Group

## Here's a peek into what you will learn from the consumer perspective:

- How cutting-edge food & tech innovations resonate with U.S. consumers regarding potential personal and global benefits
- Familiarity with and ranked attitudes towards GMOs (trended)
- Motivations and barriers for trying new technologies (trended)



## Inform your strategy and propel your business forward with future-oriented insights.

- An in-depth, presentation-ready report (PowerPoint format) that includes an 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.
- Proprietary questions, custom segmentation, typing tools, and category and brand inclusions may be available with early sponsorship. [Connect](#) today for more details.

## Meet your needs with a flexible pricing model.

### Individual report pricing:

Pre-publication sponsorship	\$12,500
Post-publication purchase	\$15,000

### 2025 syndicated report bundle (all 4 reports):

**\$48,000 (\$12,000 savings)**

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## About Hartman Group

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, our drive to understand the unique and messy lives of consumers has kept us in step with their aspirations. Today, we remain 100% focused on consumer research within the food & beverage industry.

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