

# 2024 SYNDICATED STUDY LINEUP

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 is the *integration* of multiple strategies and disciplines:

- Immersive qualitative ethnography
- Quantitative online surveys
- Empathy-centric analysis
- Cultural layering

The reports include data and insights to inspire strategic thinking 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 each 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 quarterly 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 lineup for 2024—

- *Q1. Future of Snacking*
- *Q2. Beyond Organic – Quality Distinctions in Food & Beverage*
- *Q3. Proactive Health Benefits – From Energy to Immunity*
- *Q4. Premiumization & Everyday Value(s)*

# Q1

## Future of Snacking 2024

Snacking has become the most significant food and beverage occasion with “snacks” representing 49% of all eating and drinking occasions, but what snacking means and how consumers do it continues to change as quickly as food culture does.

In 2024, we will revisit our previous work on snack culture, with updated data that shows how consumer snacking behaviors and attitudes have shifted in the past few years. Snacking 2024 will explore:

- How “snackification” in the U.S. is shifting how consumers approach discovery
- How heightened expectations of curation (from e-commerce to private label) is contributing to a dynamic yet highly competitive marketplace
- A generational perspective on snacking, especially Gen Z — a generation raised in the era of “snack as signaler” — and consumers aged 55+, who are expected to live longer, healthier, more active lives than any previous generation

Snacking 2024 will provide the insights your company needs for relevance in this dynamic market.



# Q2

## Beyond Organic: Quality Distinctions in Food & Beverage 2024

The Hartman Group has been tracking consumer attitudes and behaviors surrounding the organic and natural market since the 1990s. Beyond Organic 2024 builds on this body of previous research with expert insights and fresh data that will inform the strategy, planning, and development of retail, CPG, and food service companies within an economic environment where consumer values and *desire* for value intersect.

What is the future for organic and related quality distinctions in food production? Trended data will include:

- The meaning/relevance of organic and natural
- The role of such labeling at retail (including private label) and food service
- The importance of organic and evolving quality distinctions at the category level
- Updated metrics around consumer segments, consumption patterns, category usage, and adoption
- Channels for organic and beyond purchasing
- Current trending topics, such as consumers' attitudes toward GMOs

The insights generated will provide companies in the food and beverage space with a thorough understanding of how consumers perceive production attributes at the category level, including where organic and natural add meaningful value and where these distinction are less compelling.

## Q3

### Proactive Health Benefits 2024: From Energy to Immunity

With a depth of expertise in translating health and wellness culture, The Hartman Group will provide a strategic focus on key health benefits sought by the modern consumer in this new report.

Our Proactive Health Benefits 2024 study will build on our wealth of prior data with an updated perspective on the expanding set of consumer wellness needs in today's rapidly evolving culture. We will be exploring overlapping needs like energy, sleep, immunity, and mental well-being to support brands seeking to target the growing set of need states connected to everyday happiness, mitigation of guilt, achieving balance, and managing energy.

This new study will investigate the effect of cues and claims and their relevance across different aspects of consumers' lives:

- The need to be resilient
- Occasions where performance is paramount
- Indulgent desires
- Both immediate and long-term health and wellness goals

We will also identify areas that represent table stakes claims for current significance as well as differentiator claims for brands to consider for future growth.

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.





## Q4

### Premiumization & Everyday Value(s) 2024

The Hartman Group's expertise in the culture of eating is highlighted in this timely new report.

Premiumization 2024 details how trading up on everyday occasions has become the norm in today's food culture. Why? As expectations of quality have evolved, a new definition of premium has taken root. Hartman's Premiumization 2024 report sets out to define the new premium from the consumer perspective that reflects the desires and challenges in a complex food landscape. From consumers seeking culinary expertise to global flavor discovery, the report will look at how premium has become shorthand for authenticity and even better-for-you in some indulgent categories.

Premiumization 2024 will look at:

- Opportunities in the food and beverage marketplace where premium and value converge
- How consumers prioritize expectations of quality on some occasions/categories and why they make trade-offs on others
- What cues premium, ranging from language and packaging symbolism to ingredients and production practices

The insights generated will provide companies in the food and beverage space a deeper understanding of how to activate premium and value on everyday occasions.

## 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.

### Individual Report Pricing:

List Price, Post-Publication	\$15,000
Ad hoc, Individual Report Sponsorship	\$12,500

### 2024 Syndicated Report Bundle:

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

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### 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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