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# BEVERAGE CATEGORY SNAPSHOTS

**A Hartman Group Exclusive**

**U.S. Market Coverage**



**CONSUMER/  
SHOPPER INSIGHTS**



**FORESIGHT  
AND TRENDS**



**STRATEGIC  
CONSULTING**



**INNOVATION  
AND IDEATION**



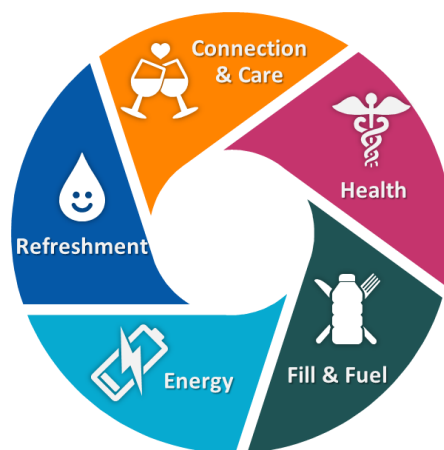
**Are you puzzled by shifting trends in your category’s consumption, occasions, and target consumer?**

**Are internal stakeholders driving you crazy with questions about which sweeteners consumers want in your beverages?**

That confusion stops here.

Backed by Hartman’s exhaustive research on 2023 beverage culture and data from our proprietary eating/drinking occasions database, a Beverage Category Snapshot report will help you meet the needs of today’s consumer with speed and efficiency. Consider it your toolkit for dialing in the right attributes and occasions within your beverage category.

### Modern Beverage Need States



### A Category Snapshot sets you up for success by:

- **Inspiring innovation** with category-specific recommendations
- **Making you a master of Modern Beverage Need States**, so you can reach new consumers by nailing the “why” behind their consumption
- **Clarifying the who, when and where** of consumption in your category
- **Illuminating specific attributes and claims** that will resonate with your consumers
- **Settling the debate on which sweeteners** consumers will and won’t tolerate in your products
- **Strengthening your foundational knowledge** of new and perennial beverage culture trends that are influencing consumer perceptions in your category

### Final Deliverable:

Your Beverage Category Snapshot is packaged into a 12-slide, executive-ready PowerPoint deck tailored to your category.

From alcohol to water, coffee to dairy, soda to juice and more, we have the insights you need to level up your strategy.



## Order your Beverage Category Snapshot report now

**Report Price: \$2,500**

To purchase, fill out the form below and return by email to: [melissa@hartman-group.com](mailto:melissa@hartman-group.com)

Melissa Abbott

VP Syndicated Studies

O: 425.452.0818

**Total: \$ \_\_\_\_\_**

**Terms:** *Payment due in full upon receipt of invoice.*

NAME

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TITLE

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COMPANY

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ADDRESS

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CITY/STATE/ZIP

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PHONE

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EMAIL

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SIGNATURE

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DATE SIGNED

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