



Premiumization and Everyday Value(s) 2025

Prioritization of Personal Relevance

A Hartman Group syndicated research study
Fielded October–December 2024
U.S. market coverage



Why the evolution of premium matters to your business

As expectations of quality have evolved, the definition of premium has shifted from the fanciful, gourmet products of yesterday to trading up with distinctive food experiences on everyday occasions. Consumers are scrutinizing ingredients, seeking additional wellness benefits, exploring culinary trends and aspiring to more sustainable choices.

Premiumization and Everyday Value(s) expands on this understanding of contemporary food quality from the consumer's perspective with a deep dive into defining attributes and values, category nuances, occasion dynamics, the role of brand and premium's interplay with value. As the vast majority of consumers seek distinctions in food quality, the report uncovers which premium opportunities are worth pursuing.

Report published: January 8, 2025

Report length: 75 slides

Format: PowerPoint, PDF and Excel data tables

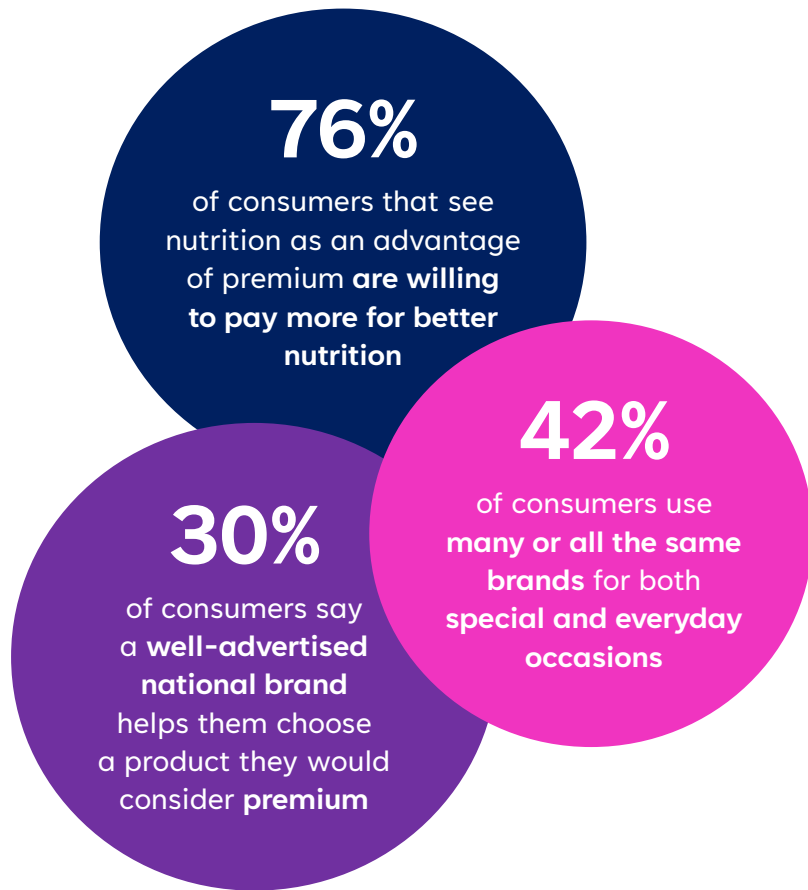
***Premiumization and Everyday Value(s)* illuminates the consumer perspective on the evolution of quality while providing strategic guidance for succeeding in the new premium.**

The report offers targeted recommendations for mainstream ingredient producers, national brands, private brands and retailers.

Table of contents:

- Methodology
- Executive summary
- Premium defined: Cultural meanings and evolution
- Occasions, categories, sourcing and brands: Premium is for all occasions and can be found everywhere
- Premium value: Relevance and experience create premium value and priorities
- Recommendations: Key practices for pursuing premium
- Appendix: Category details and the New Value Paradigm

Learn how to leverage personal relevance to signal premium for any brand, category or occasion with exclusive dashboard content



Explore comprehensive details on 12 premium food & beverage categories, including but not limited to:

- Demographics
- P3M purchasers and their interest/purchasing behavior around PREMIUM-QUALITY versions
- Quality perceptions of premium in each category
- Advantages sought in premium version in each category

Enhance your understanding of consumers, claims, key categories and brand influence:

- **SEGMENTS:** Leverage Hartman Group's four specific consumer segments: **Taste Enthusiasts**, **Health Seekers**, **Sustainability Agents**, **Easy Optimizers** to identify which premium attributes are important to your consumer.
- **ATTRIBUTES:** Uncover how premium prices are rationalized most readily by quality ingredients, expertise and labor costs.
- **CATEGORIES:** Learn the categories in which consumers choose premium versions most often (among category purchasers).
- **BRAND:** While any brand can be considered premium, discover the nuanced perceptions between small/niche brands, national brands and private brands.

Stand out by understanding how consumers define premium today, the trade-offs they face and how these choices reflect broader cultural trends

Defining premium

- Premium is defined subjectively, comparatively and objectively.
- Current definitions emphasize functional benefits in the areas of health and convenience.

55%

say they often pay more for foods/drinks that they see as better for them

How premium is perceived

- Consumers piece together premium food/beverage perceptions from six questions and their corresponding key considerations:
 - What is in it?
 - How is it made?
 - Where is it from?
 - Who made it?
 - How is it designed and packaged?
 - What does it do for me?

43%

say it's important to get premium characteristics when shopping for foods and beverages

Advantages of premium

- Top advantages sought from premium pertain to health, no artificial ingredients, better nutrition, less processing and avoiding unhealthy ingredients.
- However, better taste is the advantage sought by most consumers when they are pursuing premium.

78%

say it's important to get good value when shopping for foods and beverages

Gain unmatched qualitative and quantitative insights with actionable guidance to inform your strategy — without the financial or time investments of custom research

Robust integrated methodology

Quantitative: Online national survey fielded October 17–24, 2024, n=2,173 U.S. adults aged 18–78. (MOE) ± 2.1 pts at 95% confidence level.

Qualitative: Digital ethnographies: n=13 participants. Multi-day immersive engagement (journaling, prompts, photos and videos) via asynchronous virtual platform. Follow-up in-depth interviews: n=9 selected from digital ethnography participants for 60-minute follow-up 1-on-1 interviews.

Turning insights into action: Premiumization and Everyday Value(s) Activation Sessions

A customized Activation Session helps clients take informed next steps with the insights from the *Premiumization and Everyday Value(s) 2025* report.

Please contact Melissa Abbott for more details or an example of a session agenda: melissa@hartman-group.com.

Report published January 8, 2025

Report Price: \$12,500 (until January 30, 2025; \$15,000 starting February 1, 2025)

The in-depth PowerPoint report includes an executive summary, implications and strategic recommendations and a complete analysis of relevant data supported by robust charts and visuals.

A supplemental set of Excel data tables with a breakdown of key demographics accompanies the report.

Order the *Premiumization and Everyday Value(s) 2025* report today

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To purchase, please email: melissa@hartman-group.com

Melissa Abbott

VP Syndicated Studies

O: 425.452.0818



ABOUT HARTMAN GROUP

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients. Since 1989, 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 deeply studying trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, identifying unique opportunities and winning strategies for our clients.

3150 Richards Road, Ste. 200 Bellevue, WA 98005

Tel (425) 452 0818

www.hartman-group.com