

Premiumization and Everyday Value(s) 2024

A Hartman Group syndicated research study

Fielding October-December 2024
Market coverage: U.S. market

***Premiumization and Everyday Value(s) 2024* sets out to define the new premium from the consumer perspective, reflecting their desires and challenges in a complex food and beverage landscape**

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: One that emphasizes democratization.

From consumers seeking minimal processing to those in search of culinary expertise, *Premiumization and Everyday Value(s) 2024* will look at how premium today incorporates both sustainability criteria and wellness attributes in everything from commodities to traditionally indulgent categories. The research will also explore the roles of value and brand in today's premium marketplace in both retail and food service contexts.

***Premiumization 2024* will equip food and beverage industry players with the insights they need to develop and market products and services for consumers' modern food values.**

The report will provide actionable guidance for businesses seeking to stand out in the market and discover new opportunities for growth. Specifically, recommendations will be targeted toward mainstream ingredient producers, national brands, private brands, retailers and foodservice providers.

Quality is a key selection driver for products

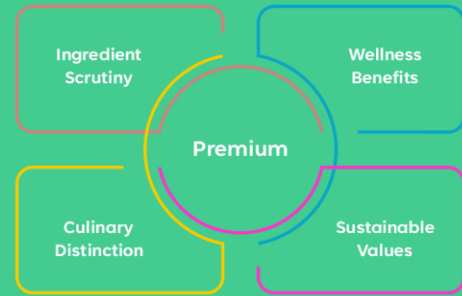
MOST IMPORTANT to you when deciding which FOODS AND BEVERAGES to purchase



Quality (#1 attribute, tied only with Price)

+8% since 2021

Four themes driving the redefinition of quality in food



The report will explore definitions of premium, including central attributes and values, consumer skews, category relevancy and nuances, dynamics of premium occasions, the role of brand and premium's interplay with value

DEFINING PREMIUM

- How is premium defined today? What are its differentiating themes (e.g., culinary distinction) and associated attributes (e.g., small batch production)?
- Which dimensions of premium quality represent near-in opportunities for innovation? Which dimensions are further out?
- How does the definition of premium vary across retail and food service contexts?
- Does channel sourcing (e.g., retail or food service channel) matter in defining premium?

CONSUMER SKEWS

- Is there a premium consumer? If so, what are the premium consumer archetypes?
- Are more consumers oriented toward certain values within premium (e.g., wellness, sustainability, culinary distinction) than others? How do these consumer groups look similar or different from one another?
- How can brands best communicate premium to different consumer groups?

CATEGORY RELEVANCY AND NUANCES

- What premium trends might impede or ignite growth in certain categories (e.g., meat, seafood, dairy, frozen foods, produce, bakery, center-store)?
- Which categories are ripe for premium disruption?
- Which categories have a more malleable definition of premium?

Premiumization 2024 combines robust primary research with in-depth ethnographic consumer immersions to deliver a comprehensive view of premium in food culture today

OCCASION DYNAMICS

- What are the occasions and contexts in which people are navigating premium needs?
- When are premium needs better suited to restaurant-sourced occasions?
- What are the social contexts (e.g., alone, couple, family, friends) for premium needs?

ROLE OF BRAND

- What are the dos and don'ts of building a premium brand today?
- What are the essential design and packaging elements that cue premium?
- Is premium defined differently for private brands? How and why?
- What is the opportunity in offering tiers of premium for both private brands and national brands? What best cues tiers of premium?
- What is the lifecycle of 'premium credibility' for brands?

The future of food demands a new value paradigm



INTERPLAY WITH VALUE

- Is value irrelevant to some consumers with premium needs? On some premium occasions? In some categories?
- What is the role of price in defining premium?
- Which premium attributes do consumers care most about and/or are willing to pay more for?
- What level of 'premiumness' is necessary to achieve good value?
- How can a brand best demonstrate relevance and experience to increase premium *and* value perceptions?

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

Robust integrated methodology

Quantitative: Nationally representative online survey of U.S. consumers aged 18-78, with a minimum total sample of n=2,000 and readable samples of demographic audiences such as age cohorts, race/ethnicity and income tiers.

Qualitative: Multi-day engagement (journaling, prompts, photos and videos) with demographically and regionally diverse consumers. Research will involve a dynamic online qualitative research platform paired with in-depth, virtual interviews with a subset of participants.

Turning insights into action: Premiumization Activation Sessions

A customized Activation Session helps clients take informed next steps with the insights from the *Premiumization and Everyday Value(s) 2024* report.

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

Final report available January 10, 2025

Report Price: \$12,500 (until September 30, 2024; \$15,000 starting October 1, 2024)

An in-depth PowerPoint report on study findings will include 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 will accompany the report.

Proprietary categories, questions and/or custom data cuts may be available. Requests are handled on a first-come, first-served basis.
Contact us for a quote and for feasibility by September 6, 2024.

Pre-order the *Premiumization and Everyday Value(s) 2024* report now

Report Price: \$12,500 (until September 30, 2024; \$15,000 starting October 1, 2024)

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

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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.

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