



Hartman
GROUP 


**Health Benefits 2024:
From Energy to
Immunity**

A Hartman Group Syndicated Research Study


Fielding July-September 2024
Market Coverage: U.S. Market



**CONSUMER/
SHOPPER INSIGHTS**



**TRENDS AND
INNOVATION**



**STRATEGIC
CONSULTING**



For over 20 years, Hartman Group’s *Health & Wellness* syndicated series has tracked the evolution of American health and wellness culture: translating consumer values, attitudes and behaviors into strategic opportunities for CPG companies. Our new *Health Benefits 2024* study will build on this wealth of insights with a deep dive into the most influential health needs and benefits driving growth in the CPG industry.

Today’s consumers are keenly aware of the links between diet and overall well-being. They are also increasingly interested in products that not only help maintain their health and prevent illness, but that offer specific health benefits beyond basic nutrition. The emergence of concepts like food-as-medicine and personalized health have helped fuel interest in targeted benefits that support consumers’ individual lifestyles, values and needs.

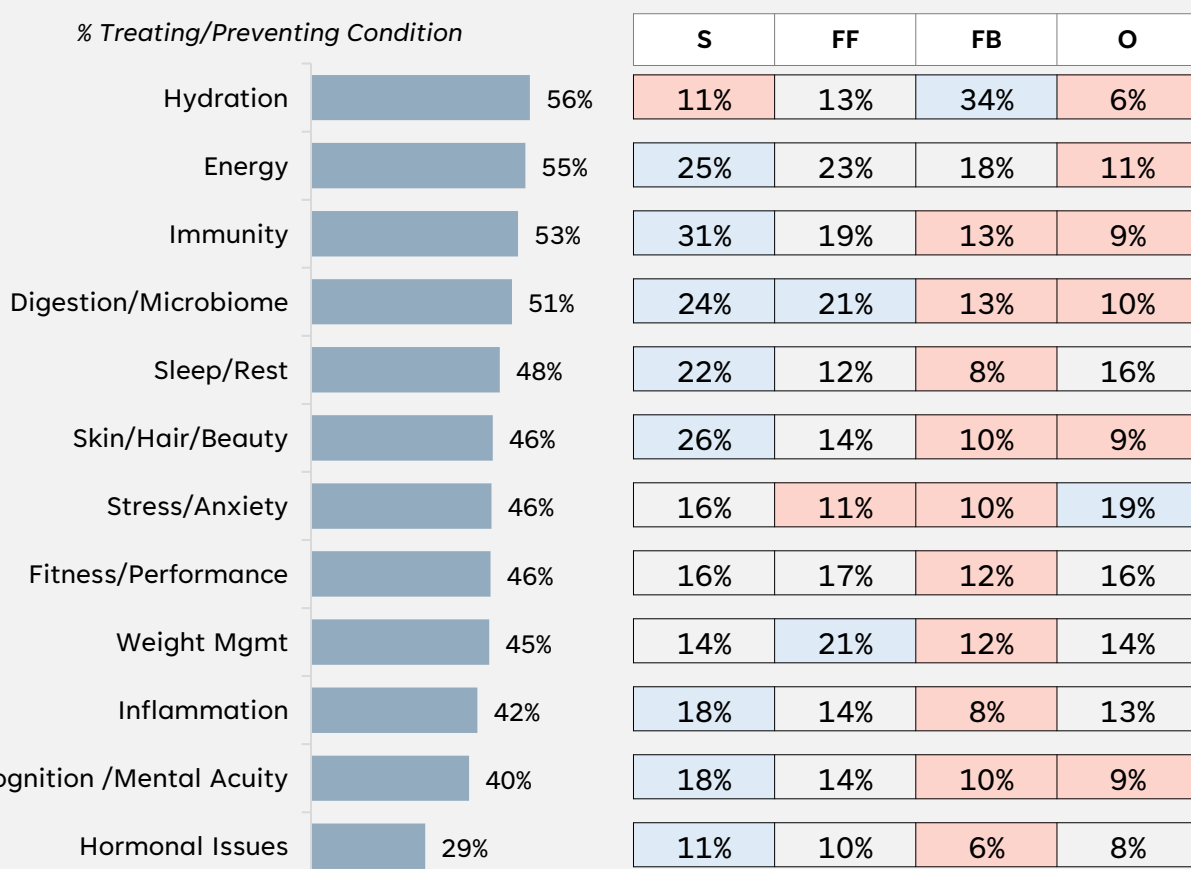
But the landscape of supplements and functional food and beverages is fiercely competitive. Consumers are exposed to a sea of brands touting solutions to their expanding range of needs — with a dizzying list of ingredients.

- **How can brands innovate and differentiate in such a fast-moving market of functionality?**
- **How do they cut through the cacophony of claims to offer consumers meaningful solutions to enduring needs?**
- **How do they connect, communicate and build trust?**

Health Benefits 2024 will provide a fresh perspective on consumer attitudes, priorities and approaches around a selection of key health needs and benefits, some of which were initially explored in our *Functional Food & Beverage and Supplements 2020* report.

Currently managing condition with any solution(s)

Supplements (S), Functional Foods (FF), Functional Beverages (FB), Other (O)



Source: Hartman Group *Functional Food & Beverage and Supplements 2020*



Health Benefits 2024 will equip CPG industry players with the insights they need to develop and market products and services for consumers' evolving health needs, priorities and lifestyles. The report will provide actionable guidance for businesses seeking to stand out on the market and optimize brand- and product-level claims and attributes.

KEY TOPIC AREAS COVERED IN THE REPORT:

Benefits explored in the report include energy, immunity, digestive health, cognitive health, sleep, weight management, emotional regulation, and beauty, as well as additional emerging benefits that consumers are beginning to engage with.

Consumer motivations, needs and behaviors

What are consumers' underlying, enduring needs, and how can you support them in meaningful ways? What are the opportune moments to connect with consumers on their health journey?

- What specific health needs and benefits are driving consumers' health priorities, practices, and consumption choices?
- How do consumers understand and experience these needs/benefits in their everyday lives? How do consumers understand the interplay between different needs/benefits?
- How do consumers address these needs/benefits? Specifically, what food, beverage, and/or VMHS products do consumers seek out and prioritize in addressing these needs?
 - What triggers consumers to seek out food, beverage, and/or VMHS products to address their health needs?
 - What tensions and trade-offs (e.g., short- vs. long-term, health vs. pleasure, inherent benefits vs. fortification) do consumers confront when seeking solutions to address their health needs?
 - How do these needs and approaches connect to broader trends in health and wellness (e.g., personalization, embracing the emotional and social dimensions of health)? How do these vary by socioeconomic markers and health engagement?

Paths to purchase

How do consumers shop for functional products? What are their expectations of various channels? How can you leverage channel strengths and purchase drivers to best position your brand?

- How do consumers evaluate the quality, credibility, and efficacy of functional products (food, beverages, VMHS)? How do consumers think about and differentiate between these categories?
 - What drives trial for these products? What drives trust and repeat purchasing?
 - How do consumers think about the differences between name brand and private label when seeking solutions for their health needs?
- How do consumers perceive and evaluate different channels (e.g., grocery, mass, drug, natural/specialty, online, D2C, food service); food, beverage, and VMHS formats and categories (e.g., bars, RTD beverages, gummies); and sources of information (e.g., experts, influencers)?

Inspiration for innovation

How can you innovate and future-proof your brand to align with consumers' evolving expectations, needs and purchase criteria?

- How can brands position around and communicate these benefits credibly? How do brands connect with consumers in ways that resonate with their values, needs, and lifestyles?
 - What are consumers' main barriers to entry?
 - How can brands understand their permission to play in certain categories and with certain benefits? How far can private label brands innovate in these spaces?
- What are some of the most promising emerging benefit areas and white spaces for future innovation?



Methodology

Health Benefits 2024 combines primary quantitative research with in-depth ethnographic consumer immersions.

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 or income tiers.

Qualitative: One-week 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.

Final report deliverable

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 June 21, 2024.

Final report available September 30, 2024.

Turning insights into action: Health Benefits Activation Sessions

A customized Activation Session helps clients take informed next steps with the insights from the *Health Benefits 2024* report.

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

About Hartman Group

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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Pre-order the *Health Benefits 2024* report now

Report Price: \$12,500 (until June 30, 2024; \$15,000 after July 1, 2024)

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

Melissa Abbott

VP Syndicated Studies

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