



Modern Approaches To Eating



A Hartman Group Syndicated Research Report

**Published: July 2022
Market Coverage: U.S. Market**



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Modern Approaches to Eating

Modern Approaches to Eating explores in-depth the spectrum of eating approaches that consumers pursue today, along with the attitudes, needs and goals that motivate them and the considerations and challenges they encounter along the way.

**Hartman Group Syndicated Report Published: July 2022 | Report length: 118 pages |
Market coverage: U.S. Market**

Grounded in primary quantitative and qualitative research, the report offers a comprehensive consumer-centered perspective on key topics, motivations, tensions and drivers associated with eating approaches, popular diets, nutrition and weight management, both today and in the future.

What's Included?

- Executive summary
- General report (PowerPoint and PDF)
- Demographic data tables (Excel)

Explore the Report

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Methodology

- Integrated qualitative and quantitative methodologies.
- **Quantitative:** Online national survey April 29 – May 12, 2022, n=2,381 U.S. adult primary shoppers aged 18–76 (MOE ± 2.0% at 95% confidence level). Respondents recruited as a nationally representative sample. Results balanced by age, gender, division, income, race/ethnicity, and presence of children to match the 2022 Census Bureau Current Population Survey.
- **Qualitative:** Digital Ethnographies: N=12 participants. Week-long immersive engagement via a virtual platform. Youth interviews: N=3. 30-minute interviews focused on eating approach.
- **Qualitative:** Follow-up In-depth Interviews, N=8 selected from digital ethnography participants. Hour-long interview focused on delving deeper into responses from the digital ethnography.



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Executive Summary

Chapter One: The Cultural Context for Diets and Eating Approaches

Eating approaches are potent cultural signifiers, closely aligned with elements of consumer identity and values.

An historical perspective on “diet” and eating approaches (analysis)

Consumer and cultural definitions of “a diet” (analysis)

Eating approach in relation to health and wellness (analysis)

Evaluation and perception of diet healthfulness (charts)

Influence of pandemic - comparing diet to a year ago (charts)

Views on whether or not diet is healthier or worse (charts)

Major nutrients increasing or decreasing (charts)

Use and information sought from nutrition panels (charts)

Top 15 ingredients sought/avoided (charts)

Chapter Two: Eating Approach Motivations, Strategies & Challenges

Consumers enjoy experimenting and shaping their eating approaches to best cater to their individual needs and reflect their values and individuality.

Rules of eating (and level of intentionality) (chart)

Past year diet experimentation (charts)

Non-dieters (analysis)

Diet experimentation and triggers (analysis)

Three key strategies for eating (analysis)

Goals, motivations and challenges of diets (charts and analysis)

Social dynamics and influence on diets (analysis)

Use of restaurants and diets (analysis)

Children and diets - motivations and behavior (charts and analysis)



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Chapter Three: Use and Perceptions of Popular Diets

Adoption of a diet is typically prompted by a specific trigger, while overall motivation is provided by longer-term goals.

Diets used in past year (charts)

Triggers that lead to eating approaches (chart)

Goals of specific diets (chart)

Perceptions of diet effectiveness (charts)

Reasons for deviating from diet (chart)

Challenges to diets (chart)

Diet spotlights - charts and analysis:

Diet spotlight: Intermittent fasting

Diet spotlight: Mindful and intuitive eating

Diet spotlight: Whole foods diets (e.g. Whole30 etc.)

Diet spotlight: Low carb (e.g., Keto, Paleo, Atkins etc.)

Diet spotlight: Keto

Diet spotlight: Avoidance

Diet spotlight: Gluten-free

Diet spotlight: Purification (e.g. Detox etc.)

Diet spotlight: Individual approach

Chapter Four: Plant-Based Eating

While consumers have largely adopted the term plant-based for describing specific food or beverage products, the meaning of the term remains more ambiguous when applied to eating approaches..

Meanings of plant-based eating (chart)

Approach to meat (and plant-focused) consumption by population (charts)

Demographics of plant-focused eaters (e.g., vegan, vegetarian, flexitarian) (charts)

Attitudes of plant-focused eaters (charts)

Drivers and pathways to plant-based eating (analysis)



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Chapter Four: Plant-Based Eating (continued)

- Diet spotlight: Plant-focused eating (charts and analysis)
- Drivers to plant-focused diets (charts and analysis)
- Pathways to plant-focused diet (analysis)
- Protein management in plant-focused diets (chart)
- Plant-based and processing (analysis)
- Preferred non-meat protein choices (chart)
- Plant-based choices: sustainability and animal welfare (charts and analysis)
- Children and plant-based eating (analysis)

Chapter Five: Weight Management

Perceptions of weight and portrayals of ideal bodies are shifting in American culture.

- Cultural discourse and perceptions of weight (analysis)
- Responsibility for maintaining a healthy weight (chart and analysis)
- Connections between dietary choices and weight (analysis)
- Status of weight management efforts (charts)
- Views on body weight (analysis)
- Motivations for weight loss efforts (chart)
- Weight management and eating strategies (chart and analysis)
- Major nutrient types increasing/decreasing in diet (charts)
- Exercise and weight management (chart)
- Weight loss challenges (chart)

Implications and Recommendations



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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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