

# Beyond Organic 2024: Categories in Focus

**Made-to-order Category Reports based on a  
Hartman Group syndicated research study**

---

Fielded April – May 2024  
Market coverage: U.S. market

# Get insights relevant to your category based on our recent syndicated research study, *Beyond Organic 2024: Expanding Distinctions in Food & Beverage*

## About the full report:

[\*Beyond Organic 2024: Expanding Distinctions in Food & Beverage\*](#) examines perceptions around the organic halo today and where consumers seek standards beyond organic, such as regenerative agriculture. The full report uncovers shifting attitudes in sourcing dynamics, certifications and labeling, plus key attributes within 22 categories in the organic food and beverage industry.

With the industry and its certifications at a crossroads, *Beyond Organic 2024* helps companies gain traction with consumers in this new era of seeking distinctions beyond the inherent qualities of the product itself.

Interested in the full report? Contact [melissa@hartman-group.com](mailto:melissa@hartman-group.com) to order your copy today.

## What to expect in a Category Report:

Each 10-page Category Report puts your category front and center by combining all category-specific data and relevant category insights from the full *Beyond Organic 2024* study, plus additional category data views and analysis beyond what is included in the full report.

## Category Reports feature:

- Full-color charts
- Insights for Hartman Group's proprietary World of Organic segments and age cohorts (where sample sizes allow)
- Key takeaways and category recommendations

# Choose from 22 categories across the food and beverage landscape

*(sample size of ~320 per category)*

- Fresh fruits and vegetables
- Fresh meat
- Plant-based meat alternatives
- Eggs
- Dairy yogurt
- Dairy milk
- Milk alternatives
- Juice
- Baby food (n=153)
- Packaged meats
- Pasta and noodles

- Hot or cold cereal
- Prepared ready-to-eat meals
- Canned/jarred/pouched fruits & vegetables
- Frozen fruits or vegetables
- Bars
- Seasonings/spices/herbs
- Coffee
- Ready-to-drink tea
- Salty snacks
- Frozen meals or snacks
- Spreads

# Understand key nuances within your category to seize new opportunities

- Consumer participation in the category overall and across Hartman's World of Organic segments
- Reach of organic within category overall and the World of Organic segments
- Placement of category along the spectrum of first to last organic categories consumers adopt
- Importance of organic, regenerative and other sourcing distinctions within category (including trend from 2022 for most categories)
- Consumer response when organic version is not available (shopping elsewhere, switching to conventional, etc.)

- Perceptions of organic among past 3-month category buyers:
  - Associations with the word "organic"
  - Frequency of organic use
  - Reasons for purchasing organic and barriers to purchasing more
  - Typical basket composition: organic vs. natural vs. conventional products
  - Attitudes on GMOs
  - Level of skepticism about organic and desire for more stringent standards
  - Interest in regenerative agriculture
- Profile of category buyers: demographic profile and distribution across World of Organic segments
- Category-specific analysis, takeaways and recommendations

# Inform your organic strategy with easy-to-understand qualitative and quantitative insights in an executive-ready format

## Robust integrated methodology

**Quantitative:** Online national survey April 22, 2024–May 2, 2024, n=3,042 U.S. primary shoppers aged 18-78. (MOE)  $\pm 1.8$  pts at 95% confidence level. Respondents recruited based on age-based quotas and balanced to match the 2024 Census Bureau Current Population Survey by gender, region, income, household structure and ethnicity.

A sample of n= $\sim$ 320 per category (except baby food n=153)

**Qualitative:** Each Category Report incorporates qualitative insights into takeaways and category recommendations. These insights are primarily derived from the full report's digital ethnographies (n=16) and when applicable, in-depth 1:1 virtual ethnographies (n=8).

## Made-to-order report(s) for your desired category

**Category report Price: \$2,500**

Your 10-page PowerPoint will include a complete analysis of relevant data supported by robust charts and visuals, key takeaways derived from quantitative and qualitative insights, and category recommendations.

Simply let us know which category (or categories) you would like insights on, and our team will deliver your tailored report within two weeks.

# Purchase your Category Report now

Category Report price: \$2,500

Full report price: \$12,500

To purchase either report, please email: [melissa@hartman-group.com](mailto: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](http://www.hartman-group.com)

