

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.

The 118-page report includes chapters on:

- The Cultural Context for Diets and Eating Approaches
- Eating Approach Motivations, Strategies & Challenges
- Use and Perceptions of Popular Diets
- Plant-Based Eating
- Weight Management

Available: July 1, 2022



The Cultural Context for Diets and Eating Approaches

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



52%
of U.S. consumers
say they choose
what they eat
based on how
nutritious it is
(agree strongly/somewhat)

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.



36%
of U.S. consumers
have clear rules
about eating,
whether or
not they typically
adhere to them

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.

17%
of U.S. consumers
say they have
used a low-carb
diet in the past year



Plant-Based Eating

Only a small fraction of U.S. adults participate in eating approaches truly centered on plants.



9%
of U.S. consumers
say they are
flexitarian when
asked to describe
how they eat

Weight Management

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

48%
of U.S. consumers
say they are
trying to lose
weight



**For more information:
Modern Approaches to Eating
overview and order
form is available [here](#).**

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.

hartman-group.com