

Hartman Group  
Syndicated Research  
Market Coverage:  
U.S. Market

# New Study Underway: Health & Wellness 2023



CONSUMER/  
SHOPPER INSIGHTS



FORESIGHT  
AND TRENDS



STRATEGIC  
CONSULTING



INNOVATION  
AND IDEATION

# Health & Wellness 2023



The Hartman Group's series of Health & Wellness syndicated studies is the longest-running consumer-centric study of the U.S. wellness marketplace. The series has been tracking consumer attitudes, behaviors, aspirations and challenges around health and wellness for over two decades, most recently in 2021. Several long-term shifts have been reshaping the American health and wellness landscape both pre- and post-pandemic.

Building on our 2021 research, *Health & Wellness 2023* will examine the American marketplace for well-being as it moves from a pandemic to an endemic phase of living with COVID-19 and will also look past the pandemic to explore more broadly what's new, what's mainstream and what's around the bend in the world of health and wellness.



## Health & Wellness 2023

### What's Next?

*Health & Wellness 2023* builds on and updates our 2021 study, which found that fears of COVID-19 as well as psychological effects of prolonged isolation enabled consumers to put the latest scientific knowledge about the workings of the body to new use to build comprehensive resilience – both physical and mental.

The 2023 study will examine how these developments have since evolved as well as any new adjustments, as consumers increasingly look past the pandemic. The study will also explore more broadly what's new, what's mainstream and what's around the bend in the world of health and wellness.



## Health & Wellness 2023 – Key Topics

*Health & Wellness 2023* combines both new and trended quantitative research with in-depth ethnographic consumer immersions.



KEY TOPIC AREAS OF EXPLORATION INCLUDE BUT ARE NOT LIMITED TO:

The World of Health & Wellness, including updated consumer segment profiles

01

The continuing evolution of wellness culture

02

Priorities and trade-offs involving health and wellness

03

Impact of inflation on health and wellness priorities and behaviors

04

Channel usage (grocery, mass, drug, club, natural/specialty, dollar/discount, online, convenience) and Health & Wellness when dining out (restaurant and food service)

05

What's trending among early adopters and what is going mainstream — emerging viewpoints, behaviors, influences in food and beverage and beyond

06

# Hartman Syndicated Studies and Reports

A Foundation of Understanding for the Food and Beverage Industry Offering:



A broad overview of the food and beverage market combined with an in-depth focus on segments and niche areas – ranging from trends in health and wellness to eating behavior, sustainability, meals and cooking and food sourcing



Integration of immersive qualitative ethnography and quantitative online surveys with our signature brand of consumer-centric analysis and cultural layering



Four multi-client studies fielded quarterly throughout the year on timely topics of importance to companies across the food and beverage business landscape: *Health & Wellness 2023* is our first for 2023



For more information on *Health & Wellness 2023*, please click [here](#).

For information about bundled pricing on Hartman syndicated studies and reports, contact [blaine@hartman-group.com](mailto:blaine@hartman-group.com)

For information about custom research and Hartman consulting, contact [shelley@hartman-group.com](mailto:shelley@hartman-group.com)

## 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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