

AHEAD OF THE CURVE ON TRENDS

The Hartman Group has a rich history of accurately predicting early on successes in the marketplace. Here are four of our early predictions that we see gaining traction in today's marketplace.



Understanding Obesity in America

The realization that consumers often don't change their weight management strategies, because weight perception is subjective and dependent on people's social networks.

Year of first Hartman Group obesity study: 2004. Report: Obesity in America, Understanding Weight Management from a Consumer Perspective



Debunking Common Myths of Shopping Behavior

The fact that shoppers frequent all sorts of retailers based on various eating occasions, meaning there is no single type of Whole Foods or Walmart shopper.

Year of first Hartman Group shopper insights study: 2005. Report: Shopper Insights, How Cultural Occasions Frame the Consumer Experience



Breaking Point

Shoppers' gravitation toward either end of the value versus higher-quality product barbell and abandonment of the middle.

Year Hartman Group first observed this: 2007. Report: Premium Food Experiences, Understanding the Consumer Redefinition of Quality



Natural Inspiration

Early recognition that the natural channel was a major source of trends, just as chefs and food trucks are now.

Year Hartman Group first studied and described this: 1997 to 2000. Reports: The Evolving Organic Marketplace (1997) and Marketing to the New Natural Consumer (1999)

Source: Hartman syndicated research reports

Resource: Hartman Retainer Services Subscription Program