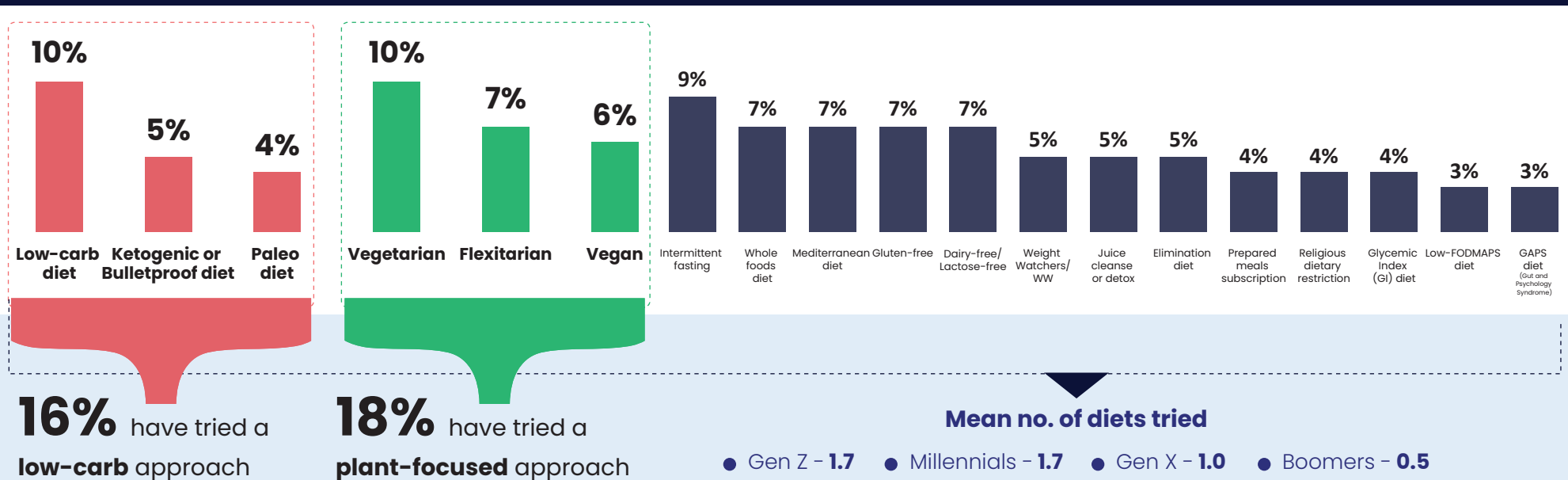


Modern Approaches to Eating 2022

In an era of pandemic disruption, consumers continue to experiment with eating approaches.

This is particularly true of younger consumers, with **68%** of **Gen Z** saying they tried a specific eating approach in the past year.

Specific eating approaches tried in the past year (Among Total)



Source: Health & Wellness 2021: Reimagining Well-being Amid COVID-19 report, The Hartman Group, Inc.

What are the cultural forces that drive consumers' choices around eating approaches today?

Find out in our *Modern Approaches to Eating 2022* syndicated study, which explores in depth the spectrum of eating approaches (e.g., plant-based eating) that consumers pursue today, along with the attitudes, needs, and goals that motivate them and the considerations and challenges they encounter along the way.

Download a copy of the study overview and order form [here](#).

