

DISCOVER OPPORTUNITIES BY EXPLORING CONSUMPTION BEHAVIORS

# HARTMAN'S EATING OCCASIONS COMPASS

TAKE A DEEP DIVE INTO THE WHO, WHAT, WHEN, WHERE, WHY, AND HOW BEHIND THE RAPIDLY CHANGING EATING AND DRINKING OCCASIONS

## What is an eating occasion?

*An eating occasion is any time where you eat or drink something, and it includes everything you had at that time.*

## Sociocultural Trends

The social, political, and economic forces reflected in:

- Who we are
- Where we live
- What we value
- How we connect
- What we do

## Systems of Influencers

The networks of influence through which consumers gain knowledge and understandings, such as:

- Traditional media
- Brands/Banners
- Experts (doctors, dieticians, chefs, etc.)
- Social networks
- Social media

The Hartman Group's Eating Occasions Compass addresses the **micro forces** impacting consumers' day-to-day eating and shopping practices and can help reveal how events happening today will impact behavior tomorrow.

Macro forces

Micro forces

## Cultural Values

The values and beliefs (determined by macro forces of trends and systems) that shape behavior, such as:

- What is considered healthy
- What is considered quality
- What is considered authentic

What makes our study of eating occasions unique is that we ground it in the world of **food culture**, the context within which consumers make sense of all food matters.

## Needs and Contexts

The needs and considerations that frame decisions around what to eat, when, and why, such as:

- How am I feeling?
- What is available?
- What am I craving?
- Who else needs to eat?

## Food Behaviors and Habits

How consumers and households source food and beverages, such as:

- Shopping
- Cooking
- Preparing
- Eating
- Drinking

Source: Eating Occasions Compass 2020

**Hartman's Eating Occasions Compass: Powerful Database and Analytics Tool:** Understanding consumer needs and behaviors through the lens of eating and drinking occasions can help uncover unmet market opportunities. Hartman's Compass database includes daypart, location, social composition, and need states as well as items consumed and broadly when and where items were acquired. To learn more about Hartman's Eating Occasions Compass capabilities, please reach out to us to discuss information around other demographics, occasion types, or categories. Contact: [shelley@hartman-group.com](mailto:shelley@hartman-group.com)

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