

2024 SYNDICATED STUDY LINEUP

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



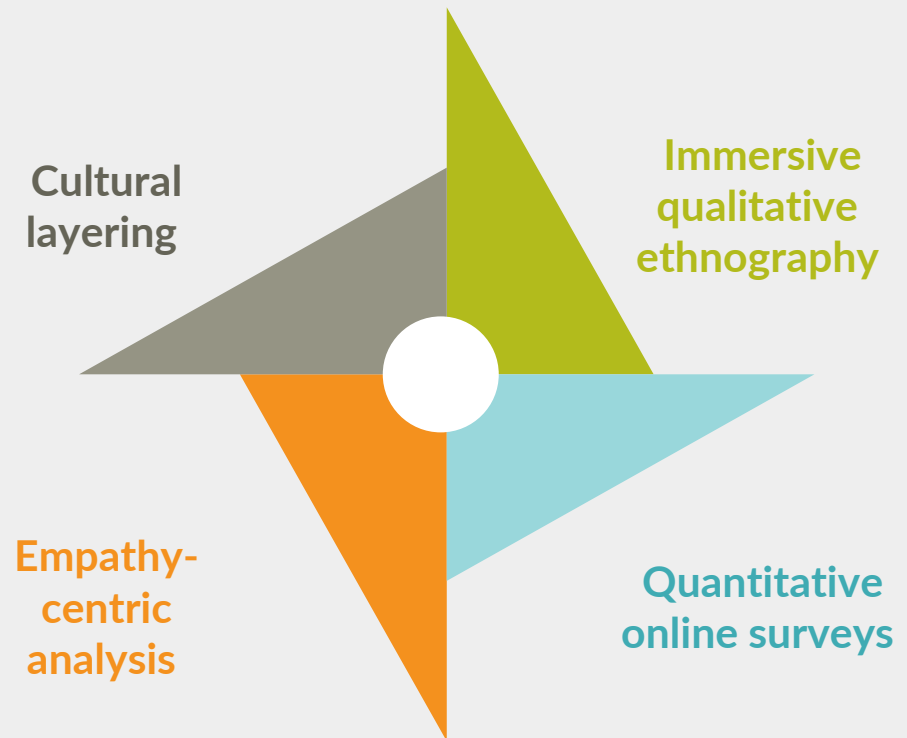
A Foundation of Understanding for the Food & Beverage Industry

Hartman syndicated studies combine a broad overview of the food and beverage market with deep analysis of specific segments or niche areas in the current cultural context.

Released quarterly, these reports ensure you have timely data and trend insights to inspire strategic thinking and help uncover new opportunities.

What makes Hartman syndicated studies unique:

A fully integrative approach:



Hartman 2024 Syndicated Study Lineup:



Future of Snacking: Understanding how and why consumer snacking behaviors have shifted across generations



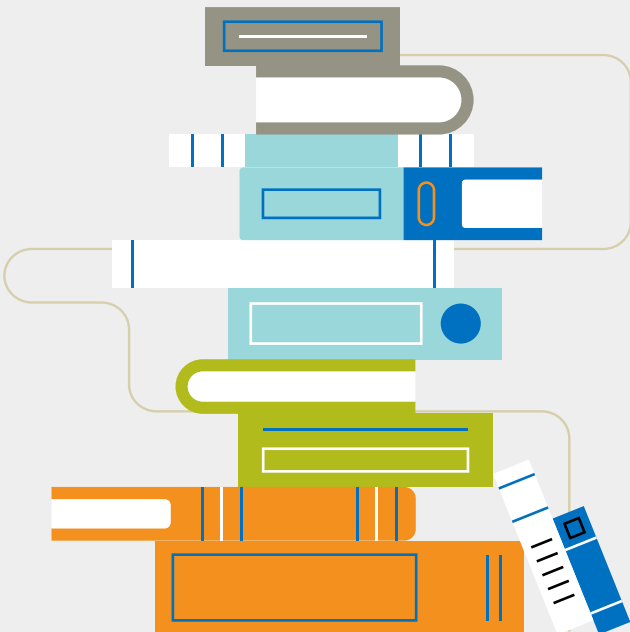
Beyond Organic: Quality Distinctions in Food & Beverage: Exploring the evolving importance of organic in a culture of skepticism and hyper-commercialization



NEW - Proactive Health Benefits: From Energy to Immunity: Investigating the expanding set of wellness-oriented need states and health benefits sought by today's consumer



NEW - Premiumization & Everyday Value(s): Defining the new "premium" from the consumer perspective and uncovering opportunities where quality and value converge



Future of Snacking

Snacks represent **49%** of all eating and drinking occasions, but what snacking means and how consumers do it continues to evolve rapidly.

Future of Snacking 2024 will add new insights to our previous work on snack culture, with generational perspectives like Gen Z — a generation raised in the era of “snack as signaler” — and consumers over 55, who are expected to live longer, healthier, more active lives than any previous generation.



Key topics include:

How “snackification” in the U.S. is shifting

How consumers approach discovery

Heightened expectations around curation and how that contributes to a dynamic yet highly competitive marketplace

Beyond Organic: Quality Distinctions in Food & Beverage

The Hartman Group has been tracking the organic food and beverage landscape since the 1990s, making it one of our longest-running syndicated study series.

Beyond Organic 2024 builds on this body of previous research with fresh insights that contextualize how our current economic environment, consumer values, and consumers' *desire* for value intersect.



Key topics include:

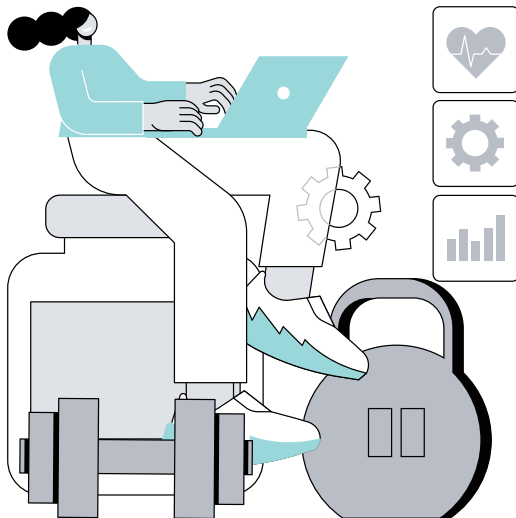
Shifts in consumer attitudes toward organic, natural, and other quality distinctions, plus current trending topics like GMOs

How consumers perceive production attributes at the category level

Where organic and natural can add meaningful value versus where these distinctions are less compelling

Proactive Health Benefits: From Energy to Immunity

With a depth of expertise in translating health and wellness culture, The Hartman Group's *Proactive Health Benefits 2024* will provide a strategic focus on the modern consumer's expanding set of wellness needs.



Key topics include:

Overlapping health benefits consumers are seeking such as energy, sleep, immunity, and mental well-being

The effect of cues and claims – both table stakes and differentiators for growth – plus their relevance across different aspects of consumers' lives

How brands can meet consumers' growing set of need states connected to everyday happiness, mitigation of guilt, achieving balance, and managing energy

Premiumization & Everyday Value(s)

As expectations of quality have evolved, trading up on everyday occasions has become the norm in today's food culture. For consumers seeking culinary expertise, global flavor discovery, and everything in between, a new definition of premium is taking root.

New in 2024, *Premiumization & Everyday Value(s)* seeks to understand “premium” from the consumer perspective.



Key topics include:

Why premium has become synonymous with authenticity – or even better-for-you in some categories

How consumers prioritize expectations of quality on some occasions/categories and why they make trade-offs on others

What truly signifies premium to consumers, ranging from language and packaging symbolism to ingredients and production practices

For more information about Hartman Group
2024 syndicated reports, please click [here](#).

For information about bundled pricing on Hartman
syndicated reports, contact melissa@hartman-group.com



CONSUMER/
SHOPPER INSIGHTS



FORESIGHT
AND TRENDS



STRATEGIC
CONSULTING



INNOVATION
AND IDEATION