

# 2022 SYNDICATED Reports



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



# 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



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

## Hartman 2022 Syndicated Reports

### Organic 2022: Then, Now, Next

*Organic 2022: Then, Now, Next* is a continuation of The Hartman Group's long-running syndicated research on the organic market

Q1

### Modern Approaches to Eating

*Modern Approaches to Eating* explores in depth the spectrum of eating approaches that consumers pursue today

Q2

### Food Sourcing in America 2022

Our *Food Sourcing in America* research series has tracked food shopping (and, more broadly, food sourcing) trends over the past two decades

Q3

### Food & Technology

*Food & Technology 2022* explores evolving consumer awareness, attitudes, usage, and drivers around a range of food-tech innovations

Q4

## Organic 2022: Then, Now, Next

*Organic 2022: Then, Now, Next* – a continuation of The Hartman Group’s long-running syndicated research on the organic market – explores the transformation of organic from a niche category based on a social movement to a mainstream marker of quality across categories.

The report will help you to understand the factors, concerns, and long-term developments that influence consumer attitudes and buying behaviors around organic and natural food and beverage products so you can more effectively engage with your target and meet their expectations.

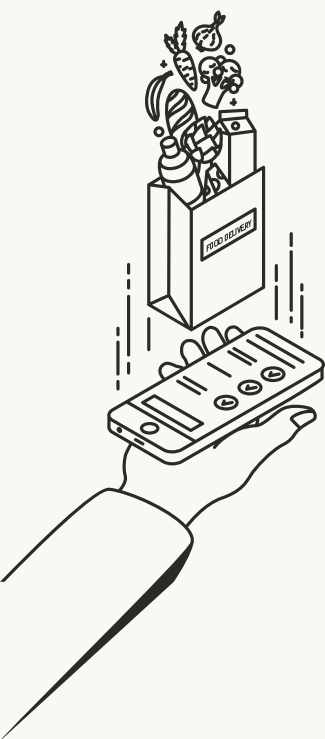


## Modern Approaches to Eating

*Modern Approaches to Eating* explores in depth the spectrum of eating approaches that consumers pursue today, along with the attitudes, needs, and goals that motivate them and the considerations and challenges they encounter along the way.

Grounded in primary quantitative and qualitative research, the report offers a comprehensive consumer-centered perspective on key topics, motivations, tensions, and drivers associated with eating approaches, popular diets, nutrition, and weight management, both today and in the future.



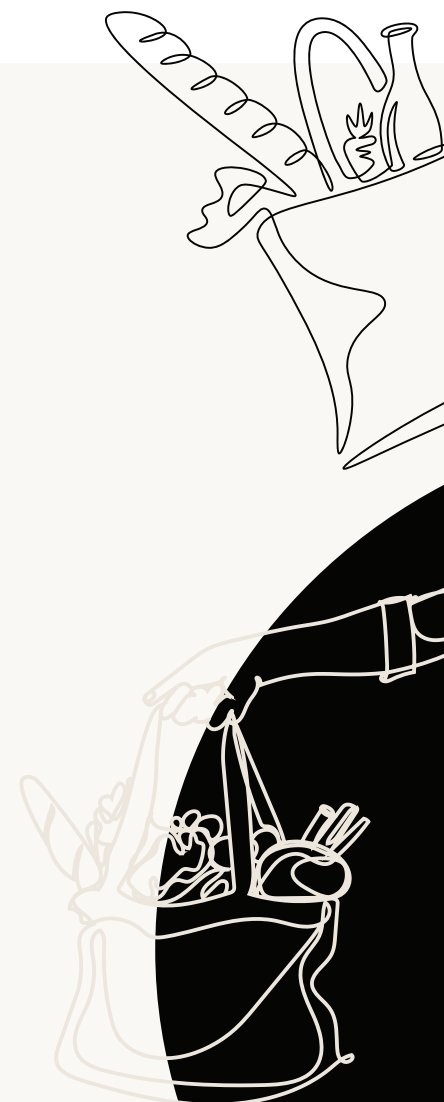


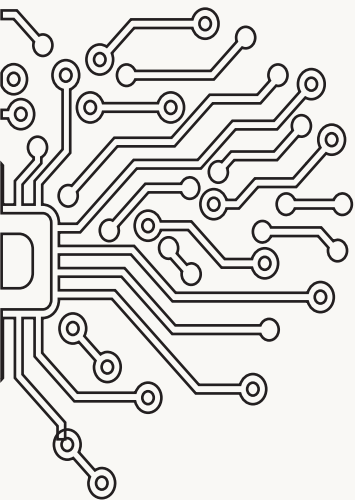
## Food Sourcing in America 2022

The Hartman Group's *Food Sourcing in America* research series has tracked food shopping (and, more broadly, food sourcing) trends over the past two decades.

This newest report examines the pandemic's residual impact, post-pandemic adjustments, and emerging considerations due to inflation, supply chain disruptions, and global events. *Food Sourcing in America 2022* serves as a guide map to knowing and understanding shoppers' aspirations, attitudes, and behaviors in an ever-changing world.

Report available October 1, 2022



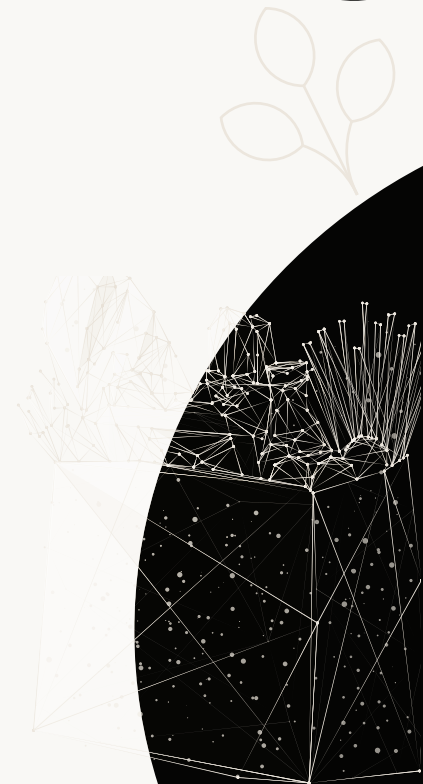
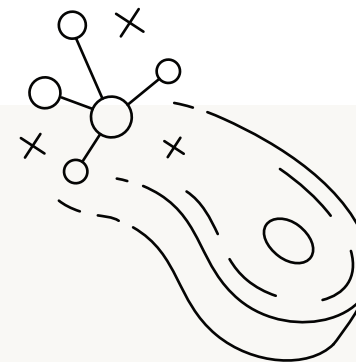


## Food & Technology 2022

*Food & Technology 2022* builds on and updates our 2019 research to explore evolving consumer awareness, attitudes, usage, and drivers around a range of food-tech innovations. In particular, the study will explore technologies related to food production and in-home food management through the consumer lens.

Grounded in primary quantitative and qualitative research, *Food & Technology 2022* combines both new and trended quantitative research with in-depth ethnographic consumer immersions.

Study now under way – report available December 31, 2022



For more information about Hartman Group 2022 syndicated reports, please click [here](#).

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



CONSUMER/  
SHOPPER INSIGHTS



FORESIGHT  
AND TRENDS



STRATEGIC  
CONSULTING



INNOVATION  
AND IDEATION

## 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.

[hartman-group.com](http://hartman-group.com)