

# Trends in 2022

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Hartman Group Reports



# Ideas In Food 2022

Six Key Trends in Modern Food Culture



## Regenerative Systems

Regeneration is about climate, health and food justice. Regenerative systems are about restoring soil, biodiversity and humanizing the processes behind these efforts.



of consumers are aware of regenerative agriculture in 2021

(up 10 percentage points from 2019)

Source: *Sustainability 2021: Environment and Society in Focus* report, The Hartman Group, Inc.



Gut Health  
Nexus



Rethink  
Plastic



Experience  
Retail



Upcycled  
and  
Equitable



Future  
Nostalgia



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*Ideas in Food 2022* here



# Shifting Food Habits & Routines:

## 2021 Eating Occasions

### Topics explored in the report include:

- Participation in eating occasions across the day
- Snacks and at-home eating
- The social context of eating
- Restaurant sourced eating occasions
- Cooking and degree of preparation
- Leftover consumption, eating occasions and the role of restaurants
- Trading up for delicious flavor experiences



of parent occasions  
involve at least some  
leftovers

(+13% pts from 2019)

Leftover consumption continues to play an important role as Americans turn to restaurants to fulfill multiple eating occasions

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*Shifting Food Habits & Routines:*  
*2021 Eating Occasions* here



# Closing the Gap in Sustainability

The white paper identifies and analyzes key components of closing the gap and includes discussion of key environmental and social issues including:

- Packaging and Plastics
- Pollution, Resource Use and Climate Change
- Agriculture
- Economic Vulnerability
- Labor
- Social Justice
- Recommendations for Food and Beverage Companies

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*Closing the Gap in Sustainability* here



of consumers look for products from companies that support social justice causes



have boycotted companies or brands for environmental, social, or labor reasons



## ABOUT THE HARTMAN GROUP

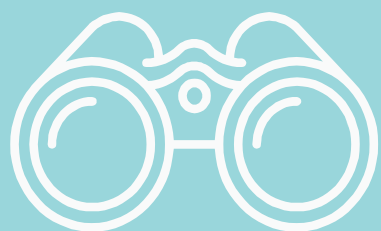
The Hartman Group is the premier food and beverage consultancy.

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.

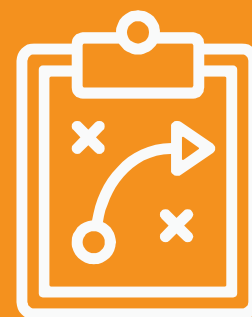
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