

2023 SYNDICATED STUDY LINEUP



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



CONSUMER/
SHOPPER INSIGHTS



FORESIGHT
AND TRENDS



STRATEGIC
CONSULTING



INNOVATION
AND IDEATION



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Hartman Syndicated Studies

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 2023 Syndicated Study Lineup

Q1

Health & Wellness

The next study in the longest-running consumer-centric examination of the U.S. wellness marketplace

Q2

Modern Beverage Culture

Examines the attitudes, rituals, behaviors and aspirations around beverage consumption

Q3

Sustainability & Transparency

Builds on prior Hartman Group foundational sustainability syndicated series and examines new considerations

Q4

Gen Alpha & Gen Z – The Future Food and Beverage Consumer

Examines Gen Z and the parents of Gen Alphas to explore expectations ahead in their consumer choices



Q1

Health & Wellness

The Hartman Group's series of Health & Wellness syndicated studies is the longest-running consumer-centric study of the U.S. wellness marketplace.

Building on our 2021 research, *Health & Wellness 2023* will examine the American marketplace for well-being as it moves from a pandemic to an endemic phase of living with COVID-19 and will also look past the pandemic to explore more broadly what's new, what's mainstream and what's around the bend in the world of health and wellness.





Q2

Modern Beverage Culture

The Hartman Group last explored American beverage culture in 2018, looking at the attitudes, rituals, behaviors and aspirations around beverage consumption.

Modern Beverage Culture 2023 will update key findings from 2018 and also examine how we engage with the rich beverage landscape today including the role of beverages across different aspects of consumers' lives. The study will provide actionable guidance on how consumers navigate this increasingly complex landscape and how companies can best engage consumers in a fast-innovating space.





Q3

Sustainability & Transparency

Building on The Hartman Group's foundational sustainability syndicated series, which dates back over 20 years, *Sustainability & Transparency 2023* will both provide an update on ongoing trends and examine new sustainability-related considerations.

From climate change to social justice, the study will provide food industry stakeholders with key insights into what consumers are looking for now, what issues are emerging and how they interplay with other priorities as consumers seek to fulfill their food journeys as well as live their values.





Q4

Gen Alpha and Gen Z: The Future Food and Beverage Consumer

Gen Z are quickly becoming consumers with their own resources, attitudes and expectations. Gen Z's defining experiences include climate change, the Black Lives Matter movement, growing gun violence and the COVID-19 pandemic. Gen Alpha will be shaped by some of the same events and trends.

The Future Food and Beverage Consumer 2023 study will address Gen Z consumers and parents of Gen Alphas to explore how trends and events are shaping Gen Z and Gen Alpha, what views and expectations these young Americans will bring to their consumer choices as a result and what it all means for food growers, manufacturers, retailers and marketers.





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For more information about Hartman Group 2023 syndicated studies, please click [here](#).

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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