



# Report: The Role of “Brand” In Guiding Consumer Choices Has Diminished

The Hartman Group’s *Brand Ambition: Food and Beverage Private Brands & Beyond* report finds that the position brands play in consumer food and beverages choices has shifted along with evolving food culture over time.

Bellevue, Washington, July 15, 2021—The Hartman Group, a leading consumer research firm for the food and beverage industry, has released its latest findings on the name brand and private brand landscape from the consumer’s perspective.

According to the [\*Brand Ambition: Food and Beverage Private Brands & Beyond\*](#) report, U.S. consumers show a widespread, culturally driven reduced reliance on “brand” as an important factor in product selection in favor or increased attention given to attributes (e.g., ingredients, other information).

“This new attribute driven selection process can be used by brands to construct a new and deeper type of loyalty once consumers have vetted a brand for the set of attributes they seek, said Iva Naffziger, Director, Marketing Research and Strategic Insights at The Hartman Group. “We see this process encouraging them to return to the same brand because they know it will consistently deliver on their expectations.”

The Hartman Group’s [\*Brand Ambition: Food & Beverage Private Brands & Beyond\*](#) report delivers an in-depth exploration of what opportunities spaces there are for brands to build more informed kinds of loyalty in today’s consumer-driven marketplace.

The report examines how trends in the American cultural landscape have affected the role brands play in consumers’ food lives today and provides future-looking guidance in several areas of possibilities: pricing, attributes, innovation, and operating in today’s online environment.

The study then takes a deeper dive into the world of private brands: the role they play in consumers’ grocery repertoires, comparisons to name brands across a range of purchase criteria, perceptions of value vs. premium/organic/better-for-you private brands, and the flow of mutual benefit between retailers and their private brands. A spotlight on several categories offers insights relevant to other categories sharing similar characteristics.

To learn more about the *Brand Ambition* report, visit [The Hartman Group](#)

## About The Hartman Group

Since 1989, [The Hartman Group](#) has been translating consumer behavior and food culture into strategic growth opportunities for our clients. We are 100 percent focused on the food and beverage marketplace and our clients’ interests. We deliver smart, strategic, and tactical advice, engaging collaborative experiences, and comprehensive research and analysis that lead to positive outcomes for our clients. For more information, visit [www.hartman-group.com](http://www.hartman-group.com)

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