

New and upcoming insights

Hartman Group's syndicated research reports give you a comprehensive view of shifting consumer behavior across key topics, keeping your team up-to-date with critical insights every quarter.

2026 research studies:

Claims & Cues: Navigating Category Attributes



Tracking the evolving standards shaping consumer choice: attributes, claims and category cues that define quality in a value-driven marketplace.



Published March 2026

Snacking: Balancing Purpose and Pleasure



Revealing how evolving behaviors, personalization and macro forces are reshaping snack culture and driving innovation opportunities.



Published June 2026

Meals: Occasions, Needs and Constraints



Delivering a multidimensional view of evolving mealtime habits through decades of expertise and rich consumer data.



Coming September 2026

Brand Landscape: Trust and Value



Highlighting the evolving role of CPG brands in earning consumer trust and the strategic value private brands bring through loyalty and shared equity.



Coming January 2027

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Tracking the evolving tensions shaping modern wellness: balancing indulgence, functionality and family-oriented wellness in an increasingly stressful world.



Coming March 2027

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Exploring the nuanced, emotionally driven definition of worth as consumers recalibrate assessments of price, convenience, quality, quantity, experience, relevance and personal values.



Coming June 2027

Food Sourcing in America: Navigating Complexity



Tracking the dynamics influencing where, how and why consumers shop in today's fluid—and increasingly digital—sourcing landscape.



Coming September 2027

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Uncovering how consumers balance optimization, efficacy, credibility and naturalness as they seek tangible health support from foods and beverages.



Coming January 2028

Connect with [Melissa Abbott](#), VP of Syndicated Studies, to learn more about specific topics covered and to build your custom bundle.

