

2026 insights bundle

A comprehensive view of what's reshaping consumer behavior today.

Consumer expectations aren't shifting in isolation—and understanding the cultural drivers behind those shifts is critical. Hartman Group's syndicated report bundles keep your team up-to-date with new insights every quarter.

Claims & Cues 2026: Navigating Category Attributes



43%

of consumers identify artificial ingredients as the top indicator of ultra-processed foods

Product claims, ingredient lists and packaging cues are under heavier scrutiny than ever. Small signals now carry big weight in shaping trust.

Source: *Claims & Cues 2026: Navigating Category Attributes*

Snacking 2026: Purpose Meets Pleasure



67%

of consumers say they snack differently when they are at home than on-the-go

49%

try to reach for whole foods before packaged snacks

Consumers are reshaping snacking habits based on context convenience and health goals. It's less about impulse and more about balancing enjoyment with intention.

Source: *Snacking 2026: Purpose Meets Pleasure*

Meals 2026: Redefining Mealtime Structure



29%

of lunch occasions are driven by immediate needs, highlighting the continued importance of immediacy and convenience at lunchtime

Time pressure, cost and daily unpredictability are reshaping how meals are planned and consumed.

Source: *Eating & Drinking Occasions Landscape 2025: Modern Needs & Sourcing Strategies*

Brand Landscape 2026: Trust in Transition



30%

of consumers say a well-advertised national brand helps them choose a product they would consider premium, compared to **43%** for small/niche brands and **19%** for store/private brands

Brand loyalty is being rewritten across price tiers and perceptions of value

Source: *Premiumization and Everyday Value(s) 2025: Prioritization of Personal Relevance*

See how these shifts connect—and what they mean for 2026 strategy.
[Explore the 2026 insights bundle](#)