

2027 SYNDICATED RESEARCH REPORTS

U.S. market coverage



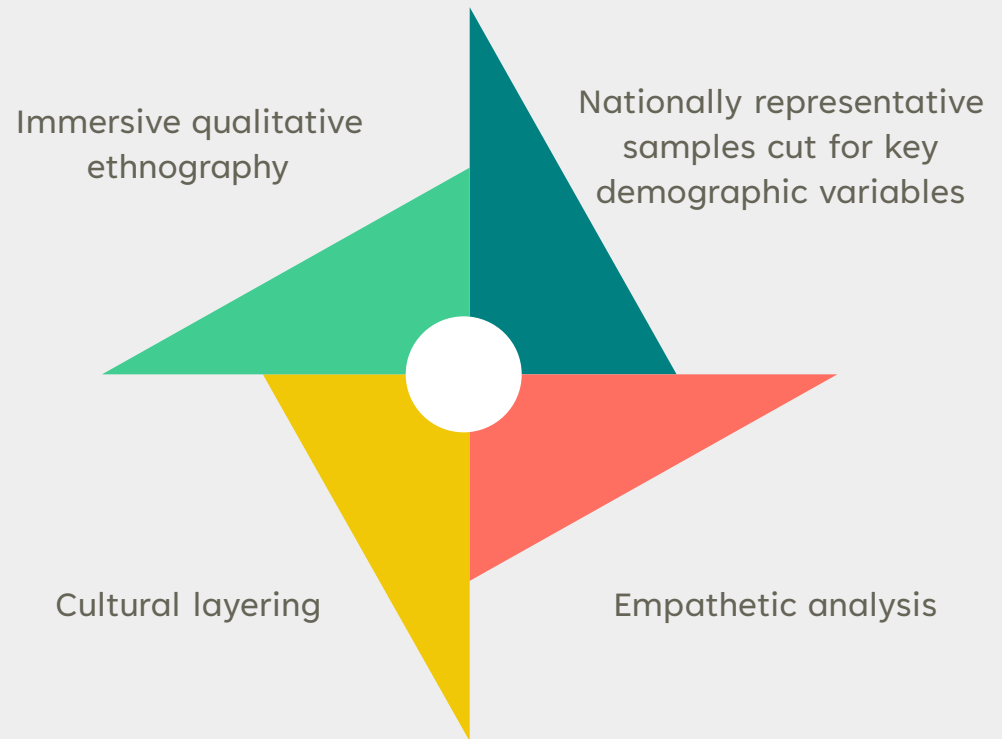
Propel your strategy forward with future-oriented insights

Our syndicated reports deliver a comprehensive market view, translating the cultural context behind consumer choices—human meaning, emotion and lived experiences—that AI simply can't capture.

We field four syndicated research studies annually, focusing on high-impact topics across the food and beverage ecosystem: spanning CPG, food retail, ingredient suppliers, foodservice and restaurants. Each report delivers a continuous read on evolving consumer sentiment, behaviors and marketplace dynamics, **keeping you ahead of what's emerging.**

What makes Hartman Group syndicated reports compelling:

A fully integrative approach



2027 syndicated report lineup:



Q1

Health and Wellness: Pressures and Priorities

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



Q2

Value: Redefining Worth in a Constrained World

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



Q3

Food Sourcing in America: Navigating Complexity

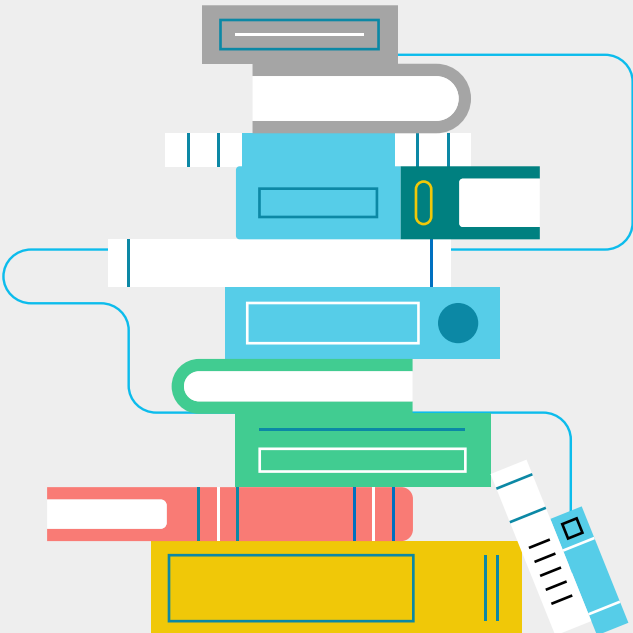
Tracking the dynamics influencing where, how and why consumers shop in today's fluid—and increasingly digital—sourcing landscape.



Q4

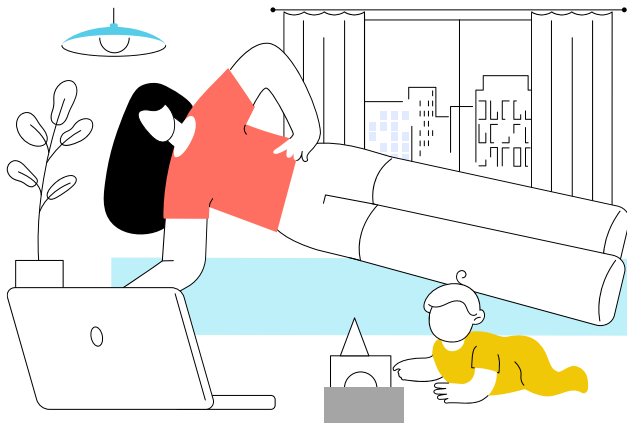
Functional Foods & Beverages: Benefits & Believability

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



Health and Wellness: Pressures and Priorities

Today, wellness is shifting focus: consumers are prioritizing immediate needs over long-term aspirations. *Health & Wellness 2027* is the latest report in the longest-running study of the U.S. wellness marketplace, exploring how consumers assemble personal toolkits to get through daily life: blending indulgence and restraint, nostalgia and functionality, and analog rituals with digital tools.

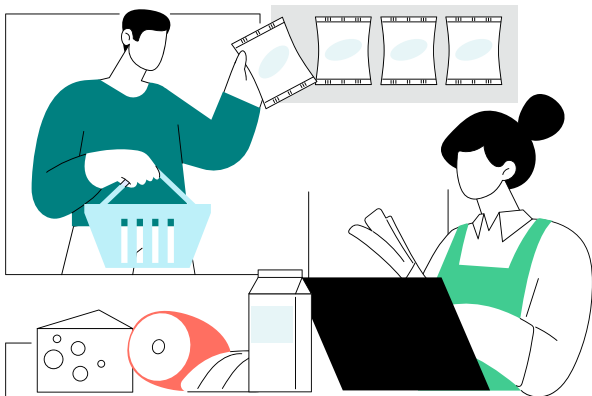


Key topics include:

- Which consumer segments within Hartman Group's World of Health and Wellness Model offer the strongest opportunity and why
- How parents are expanding definitions of care and resilience for their kids
- Where digital tools create advantage—and where they introduce new stressors when it comes to monitoring and managing health

Value: Redefining Worth in a Constrained World

Value has become one of the most powerful—and misunderstood—forces shaping decision-making. In an era of economic pressure and cultural complexity, consumers aren't simply trading down—they're recalibrating. *Value 2027* explores how consumers integrate price, convenience, quality, quantity, experience, relevance and personal values in their assessment of worth.



Key topics include:

The evolving role of premium, with a deep dive into how ethical values—sustainability, sourcing, fairness—shape value perception

Distinct spending strategies and trade-off logic via Hartman Group's Value Mindsets Framework

Which food and beverage categories resist trade-down—and where consumers will still pay more—with opportunities for custom category deep dives

Food Sourcing in America: Navigating Complexity

What was once routine is now strategic as consumers balance price, convenience, quality and trust across a hybrid marketplace. *Food Sourcing in America* examines how the roles of retailers, brands and foodservice providers can evolve as digital access broadens and consumers' store mix becomes increasingly fluid.



Key topics include:

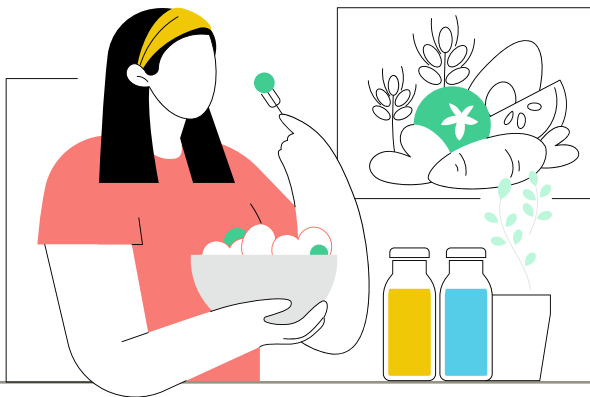
A detailed look at how shoppers plan, adapt and optimize routines across grocery, mass, c-store, foodservice and digital channels

How store brands, national brands and foodservice compete—and coexist

Where to optimize omnichannel in conjunction with digital experiences

Functional Foods and Beverages: Benefits & Believability

Consumers want products that deliver tangible benefits—energy, mood, digestion, immunity and beyond—while questioning whether those benefits are real, relevant and worth the cost. *Functional Foods & Beverages 2027* examines how consumers evaluate, prioritize and integrate functional products into their daily routines to help them feel better now, not later.



Key topics include:

The shift from preventative health to real-time benefits—and implications for product design and messaging

The tension between engineered solutions and natural approaches, and how consumers are reassessing ingredients, claims and proof

A deep dive into emerging and foundational nutrients (e.g., protein, fiber, pre- and probiotics) including awareness, demand and innovation opportunities

For more information about our
2027 syndicated reports, please click [here](#).

For information about bundled pricing,
contact Melissa Abbott: melissa@hartman-group.com



INSIGHTS



TRENDS AND INNOVATION



STRATEGY