

## Trends in Eating: "All by Myself"



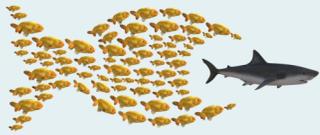
How we eat in America today is a reflection of the continued erosion of ritual, and nothing is more powerful proof of this than just how much of our collective eating occasions happen **alone**. The Hartman Group's Eating Occasions Compass finds nearly **HALF** of all adult eating occasions are completely alone.

## Power Word of the Year: Transparency



Consumers increasingly want to know what is in the food they are eating, how it was made, where it came from and how the animals and people who were part of its creation were treated. Basically, is this "good food" also "sustainable food?" Consumers expect companies to be more transparent about their ingredients and production processes.

## Big Trouble for Big Food?



It would seem that schools of little fish are devouring big fish. Emerging brands are eating away at market share and gobbling up revenues. Consumers are saying, "I'm changing and looking for things that are healthier," and big food companies aren't offering those options to them. So consumers are looking elsewhere for them. The Hartman Group sees an upside: if big food companies would move more quickly to keep up with consumers' wants, there is no reason to think that consumers wouldn't continue to use many of those brands and products.

## The GMO Debate: When Perception Discourages Purchase



For many consumers, GMO is a buzzword and a vague concept that raises a host of concerns. About 40 percent of the U.S. population aims to reduce or avoid intake of genetically modified food, largely due to their concern for transparency and their interest in purity. Fueling the avoidance is fear of the unknown.



## Delivering the Goods: Welcome to the New Era of Online Grocery Shopping



A host of digitally enabled food sourcing business models has burst onto the scene in the last five years to satisfy consumers' curiosities for new ways to mix and match planning, shopping, cooking and eating styles. With mobile technology now fully integrated in consumers' lives and lifestyles, companies are springing up to fill every possible food delivery market niche, ranging from delivery of fully prepared meals to cooking ingredients and everything in between.

## What's for Dinner? Are Home Delivery Meal Kits the Answer?



We're a food-obsessed culture. We're so fascinated with food, yet we fear facing that daily question, "what's for dinner?" A new breed of businesses has sprung up in the form of home delivery meal solutions that propose to help consumers overcome their anxiety surrounding planning and cooking meals. While closely aligned with contemporary food occasions and cooking habits, and consumers' diverse tastes and preferences, the question on the table is how far into the market can this idea really go and to what kinds of consumers do home delivery meal kit solutions "really" appeal — long term?



## The Changing Face of the American Family

The American household is undergoing dynamic changes. Today's households are less traditional and, if any single thing defines family structures today, it is **diversity**. The fundamental lack of any one dominant type of family structure can be considered emblematic of the new normal. Ours is now a melting pot of cultures, ethnicities, beliefs and values, and America's households have come to reflect that diversity.