



# Food Sourcing in America 2020

Hartman Group National Syndicated Research Fielding July-September 2020

As leaders in the study of American food culture, The Hartman Group has been tracking how Americans shop for food since the 1990s. From one-stop shopping to multichannel shopping to online markets and click-and-collect, we continue to track consumers' evolving perceptions, needs, habits, and relationships with food retailers. Now, during this **time of crisis** and **uncertainty**, it is even more important to understand new consumer behaviors regarding food sourcing and what they might look like in the future.

The **Food Sourcing in America 2020** syndicated study applies The Hartman Group's innovative approach to answer the questions: With more options than ever before, including an expanding array of online food retailers, how do consumers shop for food today? With competition for consumers' food dollars and eating occasions so fierce, what can food and beverage retailers do to attract and retain shoppers? How will current behaviors related to the COVID-19 pandemic become part of the new normal when it comes to food sourcing?

In addition to updating relevant data sets around food shopping, the study will look at sourcing more broadly, with a special focus on tech-driven innovations in meal planning and food shopping, and how new at-home food prep and cooking routines are changing consumer habits.

Exploring how consumers navigate new food sourcing options will shine light on the unmet needs and pain points business can address, white space opportunities ripe for innovation, and what the future may hold.

The outcome of the study will illuminate emerging opportunities for retailers across the spectrum of the food and beverage space, as well as for CPG food and beverage manufacturers, and any businesses with a stake in the food and beverage retail market.

## Unique Participation Opportunities

Through a syndicated study, you will obtain a significant amount of data, insights, and strategic analysis at a fraction of the cost of underwriting an independent custom research study. Additionally, customization options are available on a first-come, first-served basis (*see below for deadline*).

## Timeline

Fielding Q3 2020 (July-September). Final report delivered by end of Q3 2020 (September).

## General Study Cost

- **Before July 30, 2020: \$12,500**
- After July 30, 2020: \$15,000

## Methodology

Integrated qualitative ethnography and quantitative online survey.

- **Qualitative:** Virtual qualitative research with primary household grocery shoppers representing key demographics and segments.
- **Quantitative:** Nationally representative online survey of minimum n=1,500 U.S. adult primary household shoppers aged 18-70 with readable samples of standard demographics, such as gender, ethnicity, socioeconomic status, and generational cohorts.
- **Customization options**, including oversampling, proprietary questions, inclusion of categories and special data runs, are available to a limited number of study participants. They are handled on a first-come, first-served basis. **Deadline for inclusion is June 30, 2020. Please contact us for a quote.**

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## What the Study Will Cover

The study will provide a comprehensive understanding of shopping behavior at the broad level of landscape and culture as well as at the level of channel and retailer, including:

- Grocery (e.g., Kroger, Albertsons, Ahold Delhaize)
- Mass discount (e.g., Walmart, Target)
- Club (e.g., Costco, Sam's Club)
- C-store (e.g., 7-Eleven, Circle K)
- Drug (e.g., Walgreens, CVS)
- Natural/specialty/fresh format (e.g., Whole Foods, Trader Joe's, Sprouts, The Fresh Market)
- Dollar and discounters (e.g., ALDI, Dollar General, Family Dollar, Save A Lot)
- Online (online-only retailers, meal kit deliveries, grocery delivery, click-and-collect, and online arms of brick-and-mortar retailers)

Key topic areas of examination include:

- Basic shopping habits (e.g., trips per week, retailers per trip)
- Cultural context and shopping trip dynamics – language, attitudes, planning, shopping strategies, and barriers
- Channel engagement, perceptions, and performance
- Performance metrics for key retail banners including Kroger, Ahold Delhaize, Safeway, Whole Foods, ALDI, Trader Joe's, Walmart, Target, Costco, Sam's Club, Walgreens, CVS, and Amazon
- Purchase influencers, both in and out of store
- Emerging formats and channels
- Demographic differences and similarities

## Final Deliverable

- In-depth report (in PowerPoint format) of overall findings, including executive summary, implications, recommendations, and complete analyses with trended-data comparisons to previous studies (where relevant), supported by full-color charts and visuals.
- Accompanying the general report will be a supplemental set of data tables (Excel format) with a breakdown of key demographics.

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## Food Sourcing in America 2020 Participation Order Form

To underwrite participation in the **Food Sourcing in America 2020** syndicated study, please fill out the form below and return by email or fax to:

Blaine Becker  
Senior Director, Marketing  
f: 425.452.9092  
e: blaine@hartman-group.com

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### Cost

- Before July 30, 2020: \$12,500
- After July 30, 2020: \$15,000

**Terms: Due upon receipt of invoice**

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Name

Title

Company

Address

City / State / Zip

Phone

Email

Signature

Date Signed

### Terms of Use

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