

# 2027 Syndicated Research Reports

U.S. market coverage



INSIGHTS



TRENDS AND INNOVATION



STRATEGY



## A cultural lens others can't replicate

Hartman Group integrates immersive qualitative ethnography with rigorous quantitative research, translating complex behavior into clear strategic direction. We decode the cultural context behind consumer choices—human meaning, emotion and lived experiences that AI can't capture. Qualitative storytelling brings consumer voices to life, making insights more empathetic, credible and actionable.

## Consumer-centric insights that drive growth

Our syndicated reports deliver a comprehensive market view, combining broad landscape analysis with deep exploration of consumer segments, behaviors and emerging trends to surface meaningful growth opportunities you can act on with precision.

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.

## Reports that efficiently illuminate opportunities

A shared investment model gives you custom research depth at a fraction of the cost while providing access to robust datasets, expert analysis and decision-ready intelligence across consumer segments.

## Propel your strategy forward with future-oriented insights

### Our study lineup for 2027:

- Q1 | *Health & Wellness: Pressures and Priorities*
- Q2 | *Value: Redefining Worth in a Constrained World*
- Q3 | *Food Sourcing in America: Navigating Complexity*
- Q4 | *Functional Foods & Beverages: Benefits and Believability*

### Each report includes:

- A PowerPoint report with in-depth analysis, full-color data visualizations, strategic implications and recommendations
- A stand-alone Executive Report for distilled strategic reference
- Supplemental Excel data tables with key demographic breakdowns



## Q1 | *Health & Wellness 2027: Pressures and Priorities*

As the longest-running study of the U.S. wellness marketplace, Hartman Group's *Health & Wellness* series delivers strategic insight into the paradoxes shaping consumer health today. Wellness is no longer defined by optimization—it's shaped by competing pressures and priorities. As stress becomes a constant undercurrent, consumers are shifting their focus from long-term aspirations to immediate needs. They're blending indulgence and restraint, nostalgia and functionality, and analog rituals with digital tools.

### **Evolving wellness in a high-stress world**

*Health & Wellness 2027* uncovers how these dynamics are transforming demand across food, beverages and supplements as consumers prioritize solutions that deliver in the moment. This report explores how consumers are assembling personal toolkits to get through daily life, making indulgence a functional need, nostalgia a trust signal, and how family needs are reshaping definitions of care and well-being.

**Technology is raising the stakes.** The report also examines how digital tools are accelerating expectations while adding complexity. As apps and AI become embedded in how consumers monitor and manage their health, they create both new opportunities for guidance and new sources of friction.

### **Strategic advantage: Hartman Group's World of Health & Wellness Model**

This study is powered by our World of Health & Wellness Model. Refined over 27 years, this proven cultural framework helps you:

- Identify high-value consumer targets based on how they prioritize and pursue wellness
- Prioritize innovation aligned to real, unmet needs
- Activate more effectively with messaging that resonates and converts

### **What you will learn from the consumer perspective:**

- Where growth is shifting as pressures reshape wellness priorities
- How to design products that deliver felt benefits consumers value now
- Which consumer segments offer the strongest opportunity and why
- How to leverage indulgence and nostalgia as strategic levers
- How parents are expanding definitions of care and resilience for their kids
- Where digital tools create advantage—and where they introduce new stressors
- The trade-offs shaping decisions across cost, aspirations and real-life constraints



## Q2 | Value 2027: Redefining Worth in a Constrained World

Building on decades of tracking how Americans perform and rationalize value—from the “theatrics of thrift” to selective splurging—this study reveals how consumers are redefining what something is truly worth.

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. Price remains critical but no longer stands alone: value is now a dynamic mix of quality, experience, relevance and personal values.

### Uncover the new calculus of value

*Value 2027* explores how consumers navigate trade-offs across price, quality and meaning—revealing a more nuanced, emotionally driven definition of worth. The study examines how premium is being reinterpreted: not as exclusivity, but as justification. It also explores when and where personal standards, taste, function, convenience or values alignment motivate willingness to pay more.

**This report introduces a new consumer segmentation** based on value orientation, uncovering distinct mindsets that shape how and where people spend, save and splurge. From strategic optimizers to those under financial constraint, these segments illuminate how Americans define—and pursue—value today.

### What you will learn from the consumer perspective:

- How consumers define value beyond price—integrating quality, experience, convenience and emotional payoff
- The evolving role of premium from status to justifiable worth
- Distinct spending strategies and trade-off logic via Hartman Group's Value Mindsets Framework
- A deep dive into how ethical values—sustainability, sourcing and fairness—shape value perception, and where they do (and don't) command a premium
- How Gen Z is redefining value through relevance, identity alignment and transparency
- How lower-income and SNAP consumers navigate constraints
- Which food and beverage categories resist trade-down—and where consumers will still pay more—with opportunities for custom category deep dives
- How economic pressure fuels “theatrics of thrift” alongside selective premiumization



## Q3 | *Food Sourcing in America 2027: Navigating Complexity*

Food sourcing has never been more complex—or more intentional. As economic pressure persists and options expand, consumers are navigating a fragmented landscape of retailers, channels and services—making deliberate choices about where, how and why they shop. What was once routine is now strategic as they balance price, convenience, quality and trust across a hybrid marketplace.

### **Compete where sourcing decisions are made—not just where purchases happen**

Hartman Group's *Food Sourcing in America* series has tracked food shopping trends—and more broadly, food sourcing trends—for nearly two decades. The 2027 study examines how economic and structural shifts are reshaping the roles of retailers, brands and foodservice.

As omnichannel integration deepens, traditional channel boundaries are dissolving. Foodservice and convenience are no longer adjacent to how consumers source food—they're embedded in it. Meanwhile, the normalization of online shopping has reset expectations, with new behaviors continuing to emerge as digital access broadens across consumer groups. Understanding how people move fluidly across grocery, mass, c-store, restaurants and delivery is now essential to designing products and experiences for real-world needs and occasions.

### **What you will learn from the consumer perspective:**

- How consumers navigate sourcing across grocery, mass, c-store, foodservice and digital channels
- The evolving role of retailers, brands and foodservice operators in shaping trust and value perceptions
- A detailed look at how shoppers plan, adapt and optimize routines across channels
- How store brands, national brands and foodservice compete—and coexist
- Channel and retailer scorecards across grocery, mass, c-store and foodservice, evaluating performance across key attributes
- How consumers discover new products and affordable essentials
- Foodservice's role as both competitor and collaborator with CPG and retail
- The future of DTC, subscription, delivery and convenience formats, and where each fits in sourcing strategies
- Where to optimize omnichannel in conjunction with digital experiences



## Q4 | *Functional Foods & Beverages 2027: Benefits & Believability*

Functional foods and beverages are no longer niche—they are foundational to consumers' pursuit of everyday health. But as the market expands, so does scrutiny. 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.

### Where function meets credibility

Building on our extensive research with an updated understanding of today's expanding wellness needs, *Functional Foods & Beverages 2027* examines how consumers evaluate, prioritize and integrate functional products into their daily routines. As wellness becomes more immediate and emotionally driven, functionality is shifting from long-term prevention to real-time support—helping consumers feel better now, not later.

The 2027 study explores a central tension between enhanced and natural nutrition. Engineered, fortified products promise precision and performance; natural, food-based ingredients signal trust and simplicity. Consumers are navigating both across a complex landscape of ingredients, claims, and formats —balancing aspiration with skepticism, efficacy with believability. The report identifies unmet opportunities across key macronutrients (e.g., protein, fiber, pre- and probiotics) and delivery systems, examining where brands succeed or fall short in making function believable.

### What you will learn from the consumer perspective:

- How consumers define and prioritize functional benefits, from energy and focus to mood and digestion
- The shift from preventative health to real-time, felt benefits—and implications for product design and messaging
- The tension between engineered solutions and natural approaches, including trust and willingness to pay
- A deep dive into emerging and foundational nutrients (e.g., fiber), including awareness, demand and innovation opportunities for prioritized nutrients
- The expanding and blurring role of supplements within everyday consumption
- How consumers are reassessing ingredients, claims and proof
- Where skepticism is rising and what earns trust and trial
- How formats and delivery systems (beverages, supplements, fortified foods, hybrids) influence both belief and behavior



## A flexible pricing model to meet your needs

### Individual report pricing:

Pre-publication sponsorship	\$12,500
Post-publication purchase	\$15,000

**2027 four-report bundle\*:** **\$48,000 (\$12,000 savings)**

*\*included in all Hartman Retainer Services packages*

### To purchase, please contact:

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## About Hartman Group

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients. Since 1989, Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deeply studying trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, identifying unique opportunities and winning strategies for our clients.



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