

# 2026 Syndicated Research Reports

U.S. market coverage



CONSUMER/  
SHOPPER INSIGHTS



TRENDS AND  
INNOVATION



STRATEGIC  
CONSULTING



## A foundation of consumer-centric insights

Our syndicated reports offer a broad overview of the market combined with an in-depth focus on segments and emerging trends to help identify growth opportunities. What makes our syndicated reports unique in the marketplace is the *integration* of immersive qualitative ethnography and quantitative online surveys with our signature brand of consumer-centric analysis and cultural layering.

## Market-level insights to inform your strategy

We field four syndicated research studies each year, focusing on topics that are timely and relevant to companies across the food and beverage industry: consumer-packaged goods, food retailing, ingredient suppliers, food service and restaurants. The reports are released quarterly, ensuring you have the latest data on—and insights into—consumer sentiment and behavior, marketplace topics of interest and cutting-edge trends.

## Reports that illuminate opportunities in a cost-effective way

These reports include the latest data and strategic insights to inspire new thinking, while simultaneously uncovering opportunities in the food and beverage industry. Data are expertly analyzed through the lens of consumer culture, helping you turn inspiration into action. Because report costs are shared by multiple clients, our syndicated reports offer a cost-effective solution for understanding your target market. You gain extensive data, insights and strategic analysis, complete with robust samples across key demographics and consumer segments, all at a fraction of the cost of a custom research study.

## Our study lineup for 2026:

Q1 | *Signals of Quality 2026: Product and Attribute Playbook*

Q2 | *Snacking: Balancing Purpose and Pleasure*

Q3 | *Meals: The Evolution of Prep to Plate*

Q4 | *Brand Landscape: Trust and Value*



## Q1 | *Signals of Quality 2026: Category and Attribute Playbook*

Drawing on our deep expertise in consumer behavior, *Signals of Quality 2026* explores the evolving standards shaping consumer choice —revealing the attributes, claims and category cues that define quality in a value-driven marketplace.

### Uncover evolving quality distinctions at the category level

*Signals of Quality 2026* identifies where consumers are placing heightened scrutiny within specific categories and tracks shifts in relevance for key quality signals over time. It also examines the growing importance of sourcing and production attributes in shaping consumer trust and preference.

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

- How consumer expectations around sourcing, production methods and certifications are evolving
- Which attributes are gaining traction—and which are losing resonance—among today’s increasingly discerning shoppers
- The perceived relevance of specific quality attributes—such as regenerative practices and ingredient transparency—across 20+ food and beverage categories (with trend comparisons to 2024 in most categories)
- Where consumers continue to seek assurance through standards like organic, and how those preferences shift under economic pressures
- The influence of sourcing and production values in both retail (including private label) and foodservice environments
- Refreshed consumer segment insights, including updated metrics on behavior, usage and adoption of emerging quality cues

### Discover what today's consumers value most with *Signals of Quality 2026*

*Signals of Quality 2026* delivers strategic insights to guide brand positioning, product development and marketing in a value-conscious marketplace.



## Q2 | **Snacking 2026: Balancing Purpose and Pleasure**

Snacking now accounts for 49% of all eating and drinking occasions, making it one of the most significant food and beverage occasion behaviors. But what snacking means—and how it's done—is rapidly evolving. From on-the-go convenience to indulgence and wellness, consumers are snacking with diverse, personalized intent.

### **Discover emerging consumer priorities in snacking**

Snacking has evolved into a lifestyle, with American consumers exhibiting dynamic eating patterns that vary significantly between individuals and fluctuate from day to day. *Snacking 2026* reveals how shifting consumer behaviors and evolving priorities are reshaping snack culture, from health-forward choices to demand for personalization and the impact of macroeconomic forces. These strategic insights will help brands innovate for near- and long-term relevancy.

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

- Explore how “snackification” is reshaping the U.S. food landscape, as consumers increasingly seek functional snacks with health benefits—without giving up indulgence
- Gain a generational lens on snacking behaviors, from Gen Z’s identity-driven choices to the evolving habits of consumers 55+, who are living longer, healthier and more active lives than ever before
- Discover how new channels and emerging trends—from e-commerce to private label—are fueling a fast-moving, competitive snacking market
- Uncover the evolving benefits and motivations behind snacking, guided by our Modern Snacking Framework: a tool for identifying innovation and growth opportunities

### **Capture new audiences with *Snacking 2026***

Tailored to brands, retailers, distributors and foodservice, *Snacking 2026* uncovers key opportunities to innovate and differentiate in an increasingly dynamic snacking landscape.



## Q3 | *Meals 2026: The Evolution of Prep to Plate*

American mealtimes are continuing to undergo a profound transformation. Traditional rituals around shared meals are giving way to new behaviors shaped by busier lifestyles, shifting priorities and evolving household dynamics. Today's meals are just as likely to be eaten solo, on-the-go or sourced from multiple channels as they are to be cooked from scratch. And with macroeconomic pressures accelerating the move from foodservice to at-home solutions, American eating habits are more dynamic than ever.

### Understand where meals and food prep stand today

Drawing on decades of expertise in food culture, proprietary insights from our database of over 215,000 adult eating and drinking occasions, and fresh qualitative and quantitative research, *Meals 2026* delivers a multidimensional view of how mealtime habits are evolving.

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

- How mealtimes fit into the broader spectrum of daily eating occasions
- How the shifting role of technology and the "modern kitchen" allow consumers to reimagine planning, cooking and storing food in ways that support health, convenience and discovery
- The full range of meal strategies—from scratch-cooking to semi-homemade to fully outsourced—often blended within a single meal
- Shifts in routines across dayparts and the real-world logic behind them
- The planning, sourcing and preparation decisions behind everyday meals
- Trade-offs and tensions consumers navigate under time/budget constraints
- The long-term effects of economic pressures on meal preparation—and what habits are here to stay

### Unlock growth opportunities with *Meals 2026*

Designed for food manufacturers, retailers, distributors and foodservice operators, *Meals 2026* delivers the actionable insights you need to stay ahead of evolving consumer mealtime habits.



## Q4 | **Brand Landscape 2026: Trust and Value**

For over two decades, Hartman Group has been a leading source of insights into national and private label brands, charting the rise of store brands and their evolving role in the marketplace. *Brand Landscape 2026* explores how cultural shifts are reshaping the meaning of trust and value in consumers' relationships with brands. The report provides forward-looking guidance on pricing, product attributes, innovation and trust in today's digital and brick-and-mortar environment.

### **Explore the role of trust and value in evolving brand loyalty**

This study highlights the enduring—yet changing—relevance of CPG brands and how they earn consumer trust. As part of the contemporary brand landscape, we spotlight the strategic value private brands bring to retailers through deeper loyalty and shared brand equity.

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

- The role of a brand in today's consumer-driven marketplace
- What consumers seek from a brand—beyond specific product attributes
- How consumers evaluate brands against a multitude of product attributes
- What is happening with brand trust and loyalty—how sticky are consumers' favorite brands?
- What factors favor private brands over national brands (and vice versa)
- How category affects brand choice and loyalty
- The role of brand in the path to purchase
- How the dynamic food and beverage marketplace is reshaping consumers' expectations for products and brands: big and small, national and private label alike

### **Discover what's next for private and national brands in *Brand Landscape 2026***

Uncover the evolving drivers of consumer trust, value and brand loyalty in today's dynamic marketplace.



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## Inform your strategy and propel your business forward with future-oriented insights

- An in-depth, presentation-ready report (PowerPoint format) that includes an executive summary, implications and strategic recommendations, along with a complete analysis of relevant data supported by full-color charts and visuals.
- A supplemental set of data tables (Excel format) with a breakdown of key demographics.
- Proprietary questions, custom segmentation, typing tools and category/brand inclusions may be available with early sponsorship. [Connect today](#) for more details.

## Meet your needs with a flexible pricing model

### Individual report pricing:

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

### 2026 syndicated report bundle (all 4 reports):

**\$48,000 (\$12,000 savings)**

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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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