

Why this study is important

Today's consumers are keenly aware of the links between diet and overall well-being. They are also increasingly interested in products that not only maintain their health and prevent illness but offer specific health benefits beyond basic nutrition.

For over 20 years, Hartman Group's *Health & Wellness* syndicated series has tracked the evolution of American health and wellness culture. *Health Benefits 2024: From Energy to Immunity* builds on this wealth of insights with a deep dive into the most influential health needs and benefits driving growth in the CPG industry. It examines how consumers address these needs through food, beverages, and VMHS (vitamins, minerals, herbs, and supplements) products.

Report published: September 30, 2024

Report length: 102 slides

Format: PowerPoint, PDF, and Excel data tables

***Health Benefits 2024* provides a fresh perspective on consumer attitudes, priorities and approaches around weight, sleep, energy, emotional health, beauty, gut health, cognition and immunity, as well as emerging trends.**

The report offers actionable guidance and targeted recommendations for mainstream ingredient producers, national brands, private brands and retailers.

Table of contents:

- Methodology
- Executive summary
- A cultural perspective: proactive and holistic health and wellness
- Brand and retail activation
- Dashboards: Health benefit deep dives
- Key takeaways and recommendations

Understand the motivations behind consumer choices, the trade-offs they face and how these health approaches reflect broader trends

Navigating the ebb and flow of restrictive and permissive consumption

- Wellness culture reflects this conflict between the ethics of discipline and a shift toward indulgence and enjoyment.
- These tensions shape how consumers navigate health management, influencing their choices.
- The use of functional products and supplements is informed by this cultural context.

47%

agree/strongly agree

I consider indulgent foods and beverages an important part of a healthy, balanced diet

Why the idealized whole foods diet is met with limitations

- Consumers continue to believe the best source of nutrition is a healthy diet with minimal intervention.
- Consumers acknowledge their limitations yet desire support and assistance to make healthier choices.
- Learn four key themes surrounding the challenges consumers face while aspiring toward a diet comprised of whole foods and beverages.

52%

agree/strongly agree

It's healthier simply to enjoy whole foods rather than to focus on specific vitamins and nutrients my body may need

How functional foods, beverages and supplements serve as wellness shortcuts

- Functional foods and beverages are seen as shortcuts that address gaps not covered by whole foods and beverages.
- Consumers have a range of format preferences for supplement consumption, and these formats even vary across our 8 health benefits. Learn which format and benefit is best suited for your category.

66%

agree/strongly agree

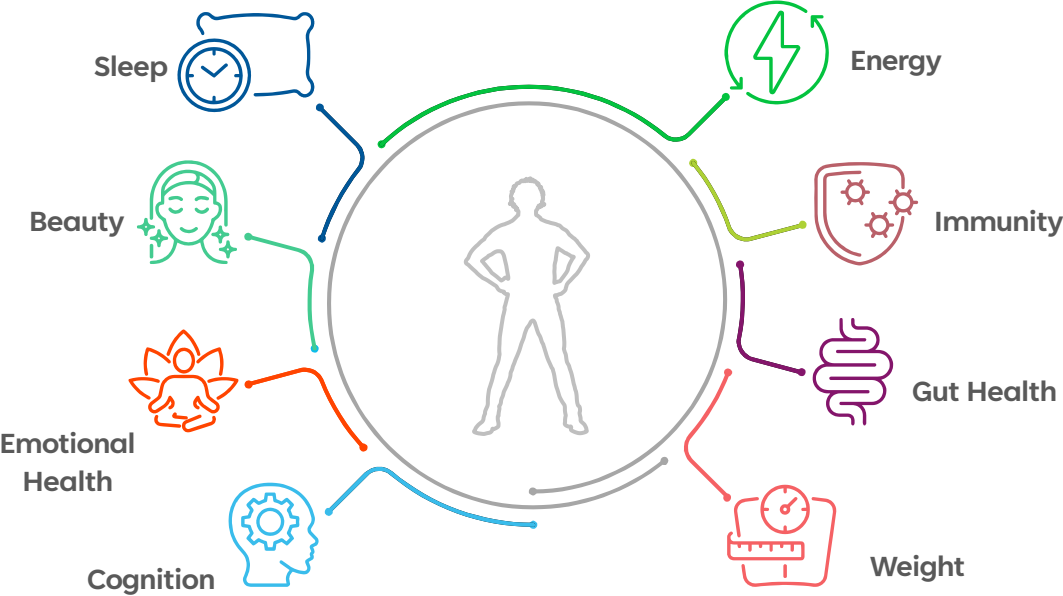
Vitamins and nutritional supplements play an important role in my health and wellness

Learn how and why consumers leverage foods, beverages and supplements to support various health benefits

Key areas of focus for consumers include:

- ENERGY
- IMMUNITY
- GUT HEALTH
- WEIGHT
- COGNITION
- EMOTIONAL HEALTH
- BEAUTY
- SLEEP

Learn about the emerging areas gaining traction in the full report



Comprehensive dashboards on 8 health benefits include but are not limited to:

| | |
|---|--|
| Demographics | Types of functional food/beverage used in support of benefit |
| P3M products/services used to support benefit area | Types of supplements used in support of benefit |
| Frequency of food/beverage/supplement usage in support of benefit | Brand influence in benefit area |

Gain unmatched qualitative and quantitative insights with actionable guidance to inform your strategy — without the financial or time investments of custom research

Robust integrated methodology

Quantitative: Online national survey fielded July 27–August 7, 2024, n=3,416 U.S. adults aged 18-78. (MOE) ± 1.7 pts at 95% confidence level.

Qualitative: Digital ethnographies: n=17 participants. Week-long immersive engagement via asynchronous virtual platform.

Turning insights into action: Health Benefit Activation Sessions

A customized Activation Session helps clients take informed next steps with the insights from the *Health Benefits 2024* report.

Please contact Melissa Abbott for more details or an example of a session agenda: melissa@hartman-group.com.

Report published September 30, 2024

Report Price: \$12,500 (until October 31, 2024; \$15,000 starting November 1, 2024)

The in-depth PowerPoint report includes an executive summary, implications and strategic recommendations and a complete analysis of relevant data supported by robust charts and visuals.

A supplemental set of Excel data tables with a breakdown of key demographics accompanies the report.

Order the *Health Benefits 2024* report today

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To purchase, please email: melissa@hartman-group.com

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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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