The Hartman Group has been leading the study of health and wellness since the early 1990s. Over decades of mapping consumers’ evolving views, aspirations and adoptions, we have become undisputed experts in the field through our unique combination of quantitative rigor and rich ethnographic detail.

The Health + Wellness 2017 syndicated study will apply our innovative approach to continue our exploration of health and wellness in the U.S. market and culture at large. The research will identify the factors and trends driving demand for healthy foods and beverages as well as other wellness products and services.

The outcome of the study will illuminate emerging opportunities for CPG food and beverage manufacturers, food retailers, food service companies, and restaurants, and companies with a stake in the wellness market.

The Hartman Group’s series of health and wellness syndicated studies is the longest-running consumer-centric study of the U.S. wellness marketplace and provides current, comprehensive insight into underlying motivations and behaviors for how and why consumers live, shop, and use brands, products, and services in the health and wellness space.

Health + Wellness 2017 will update and extend The Hartman Group’s previous work, showing changing attitudes, behaviors, and emerging trends. We will also apply our signature “ahead-of-the-curve” thinking for marketing health and wellness solutions to consumers with our inclusive focus on trendsetters, early adopters, and more mainstream consumers. The study will deliver a culturally based big-picture assessment of where health and wellness is today, where it is headed and what it means for your business.

Timeline
This study will field in Q1, 2017, with a final report delivered at the close of the quarter.
STUDY BACKGROUND

From the beginning, the intent of The Hartman Group’s Health + Wellness series of syndicated studies has been to provide timely, comprehensive data, insights and trends that track changes in consumers’ understanding of the meanings of health and wellness, integration into their lifestyles and purchase behaviors across a range of categories and retail channels.

Health + Wellness 2017 combines the strength of a robust quantitative study with in-depth ethnographic consumer immersions. This integrated approach allows us to go beyond the usual listing of motivators and barriers to uncover the principal drivers responsible for moving consumers along the adoption path in the World of Wellness. It also allows us to probe on differences in aspirations and actions, and how wellness attitudes play out in consumers’ everyday environments.

Health + Wellness 2017 will be a comprehensive examination and detailed analysis of the contemporary wellness landscape, providing key insights into how consumers have changed (or not), and will identify the trends that will likely shape the future of health and wellness lifestyles and the marketplace.

Key topic areas of examination include:

- Cultural views and definitions of health and wellness
- Health and wellness attitudes, behaviors, goals and barriers
- Health conditions and treatments
- Information sources and adoption pathways
- Food, beverage and ingredient trends
- Diet, nutrition and approaches to eating
- Shopping for wellness products and services
- Attitudes toward governmental regulation, health care and public health issues
- Demographic differences and similarities

The study also covers topics based on sponsorship input, which are complemented by The Hartman Group’s experience in the health and wellness space.

Final Report Deliverable
The final deliverable will be a high-impact PowerPoint report focusing on the study objectives and research questions. The report will include an executive summary, detailed findings and resulting implications along with strategic recommendations. Supplemental data tables will also be provided.
Health + Wellness 2017 will probe on topics that allow us to follow and identify the common threads and patterns that direct consumers in their journeys within the health and wellness marketplace. Increasingly, these common threads and patterns have as much to do with lifestyle and consumption practices as they have to do with easily identifiable consumer needs.

Areas of examination (many tracked over time) include:

**The World of Health + Wellness**
- Purchase criteria
- Evolution of the wellness consumer, with updated segment profiles (Core, Mid-level, Periphery)
- Motivations and barriers
- Adoption pathway
- Triggers
- Information sources
- Barriers to participation and evolution
- Attitudes toward governmental regulations and public health approaches
- Satisfaction with current health care and expectations for the future

**Living in a Health + Wellness Culture**
- The meaning of health and wellness
- Health and wellness conditions and treatments
- Attitudes and assessment about one’s own health and wellness
- Approach to treatment: reactive vs. proactive
- Ingredient concerns and dietary practices
- Converting knowledge into practice
- Generational distinctions

**Wellness Food and Beverage Trends**
- Trending out (avoiding) and trending in (adding)
- Products
- Ingredients
- Categories

**Shopping for Health + Wellness**
- Channel analysis
- Health and wellness at retail
- Health and wellness at food service/restaurants
- Trends in wellness products and categories
HEALTH + WELLNESS 2017 syndicated study participation form

To underwrite participation in the Health & Wellness 2017 syndicated study, please fill out the form below and return by email or fax to:

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

Cost

- General report, before Dec. 30, 2016: $12,500
- General report, after Dec. 30, 2016: $15,000
- Customization options: Contact us for quote (deadline is Dec. 15, 2016)

Terms: Due upon receipt of invoice

Name

Title

Company

Address

City / State / Zip

Phone

Email

Signature

Date Signed

Terms of Use
The data, information and any material contained in the final report are confidential and proprietary to The Hartman Group, Inc. and are intended only for the internal use of the sponsor’s (participant) organization. They cannot be reproduced in any manner whatsoever or distributed outside the organization without prior consent of The Hartman Group, Inc.