Statistics and studies continue to show that far too many of America’s consumers—youth and adults—are at weight levels considered unhealthy. While there are multiple cultural and lifestyle factors contributing to rising obesity rates, consumers’ eating behaviors remain the focus of the problem—and the solution.

Since The Hartman Group’s landmark report in 2004, Obesity in America: Understanding Weight Management from a Consumer Perspective, and the follow-up report in 2011, How America Eats: The Crucial Role of Food Culture through Weight Management, significant changes have swept across the broad spectrum of the food and beverage industry—driven by shifts in consumers’ attitudes, aspirations and behaviors.

A few key vectors of change in American eating habits include trends in demand for fresh, less processed foods, the rise in snacking occasions and alone eating occasions, household structure, dynamics and the increasing fragmentation of daily life, and perceptions toward obesity and what consumers consider is “healthy weight.”

Healthy Eating & Weight Management 2015 examines what healthy eating and its relationship with weight management means to CPG companies, retailers, food service, restaurants and marketers. The study will delve into the complex intersection of healthy eating behaviors and consumers’ aspirations to maintain healthy weight levels.

This syndicated study also explores the current state of obesity in the U.S. The topics probed will illuminate the opportunity spaces that the current U.S. consumer focus on healthy eating and weight management presents for new product and services innovation and brand marketing. It will deliver robust implications for food and beverage manufacturers, retailers, food service organizations and restaurant companies.
Healthy Eating and Weight Management 2015 syndicated study will build on the investigations from our 2004 Obesity in America and 2011 How America Eats reports to update prior data and insights and to discover what has changed. Overarching questions include:

- What does it mean to “eat healthfully”?
- What are the motivations and challenges?
- How does it impact choice—product selection, shopping channels, eating away from home?

Consumers’ desire and demand for foods and beverages that are convenient, healthy and indulgent are a focus of the study, as well as how weight management and lifestyle aspirations and actual behaviors influence and affect purchase decisions and shopping behaviors.

Healthy Eating and Weight Management 2015 will explore how Americans are confronting the ongoing obesity crisis in this country and their own weight management issues in terms of:

- Who is involved with weight management today? What is the target market for weight management marketing?
- What is the relationship between weight and perceptions of health?
- How do consumers learn about weight management strategies?
- What strategies are Americans utilizing to manage their weight?
- How successful do they feel the various strategies and tactics are?
- What are the barriers to successful weight management?
- How does weight management impact shopping habits? Eating/drinking habits? Changes in lifestyle habits?
- In weight management, what is the role of diet? Exercise? Supplements (including weight-loss pills, herbals)?
- What percent of Americans are involved in diets that are not specifically geared towards weight management but towards healthier eating? Which diets are they utilizing? What are their goals and aspirations?
- How have perceptions of the obesity crisis changed over time? What are perceived to be the root causes? How do these changing perceptions impact daily purchase, consumption and usage habits?
- What are the current perceptions of the state of child obesity and the factors that contribute to it?
Study Objectives (continued)

- How many consumers are being treated by a healthcare professional for weight-related concerns? By doctors? Registered dietitians or nutritionists?
- How many consumers take prescription drugs for obesity-related issues?
- How compliant are consumers in taking their prescription drugs for obesity or weight management-related treatment?
- What are consumers’ feelings about taking prescription drugs for weight-related conditions, or have they considered more intensive procedures?
- What resources are or are not available that consumers seek for help in weight management or overcoming obesity?
- How concerned are consumers with portion control? What portion control practices do they employ when shopping, cooking at home or dining out?

The Healthy Eating and Weight Management 2015 syndicated study will also examine how different consumer segments engage in weight management strategies and healthy lifestyles. Dimensions of analysis will include:

- Demographic segments (life stage, ethnicity, gender)
- Household composition and its impact on shopping for members with differing needs
- Differences in perceptions of health and weight
- Differences in actual Body Mass Index (BMI)
HEALTHY EATING & WEIGHT MANAGEMENT 2015 syndicated study participation form

To underwrite participation in this 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 December 31, 2015: $12,500
☐ General report, after December 31, 2015: $15,000

Terms: Due upon receipt of invoice

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Title
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Address
City/State/Zip
Phone
Email
Signature
Date

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A portion of the proceeds from this study goes to Emily’s Friends, an organization dedicated to supporting the well-being of children and youth in our community.