

MAKING FRUGALITY DESIRABLE





30 MARKETS

12 929 PEOPLE

Fielding: January 2023

WHO ARE PROSUMERS?



A WORLD FACING MANY CRISES

A CLIMATE SURVIVAL SITUATION

Too Hot to Handle: How Climate Change May Make Some Places Too Hot to Live

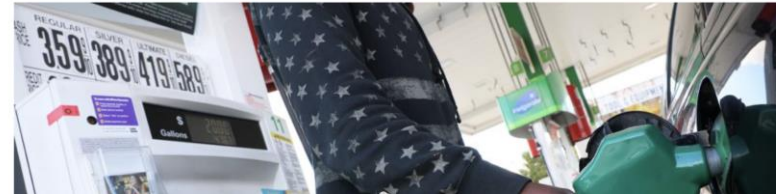
By Alan Buis,
NASA's Jet Propulsion Laboratory



VITAL RESOURCES ARE RUNNING DOWN

Gas prices had a wild ride this year, making 2023 tough to predict

By Chris Isidore and Christopher Hickey, CNN
Published 8:57 AM EST, Thu December 29, 2022



A DECREASING PURCHASING POWER

ECONOMICS

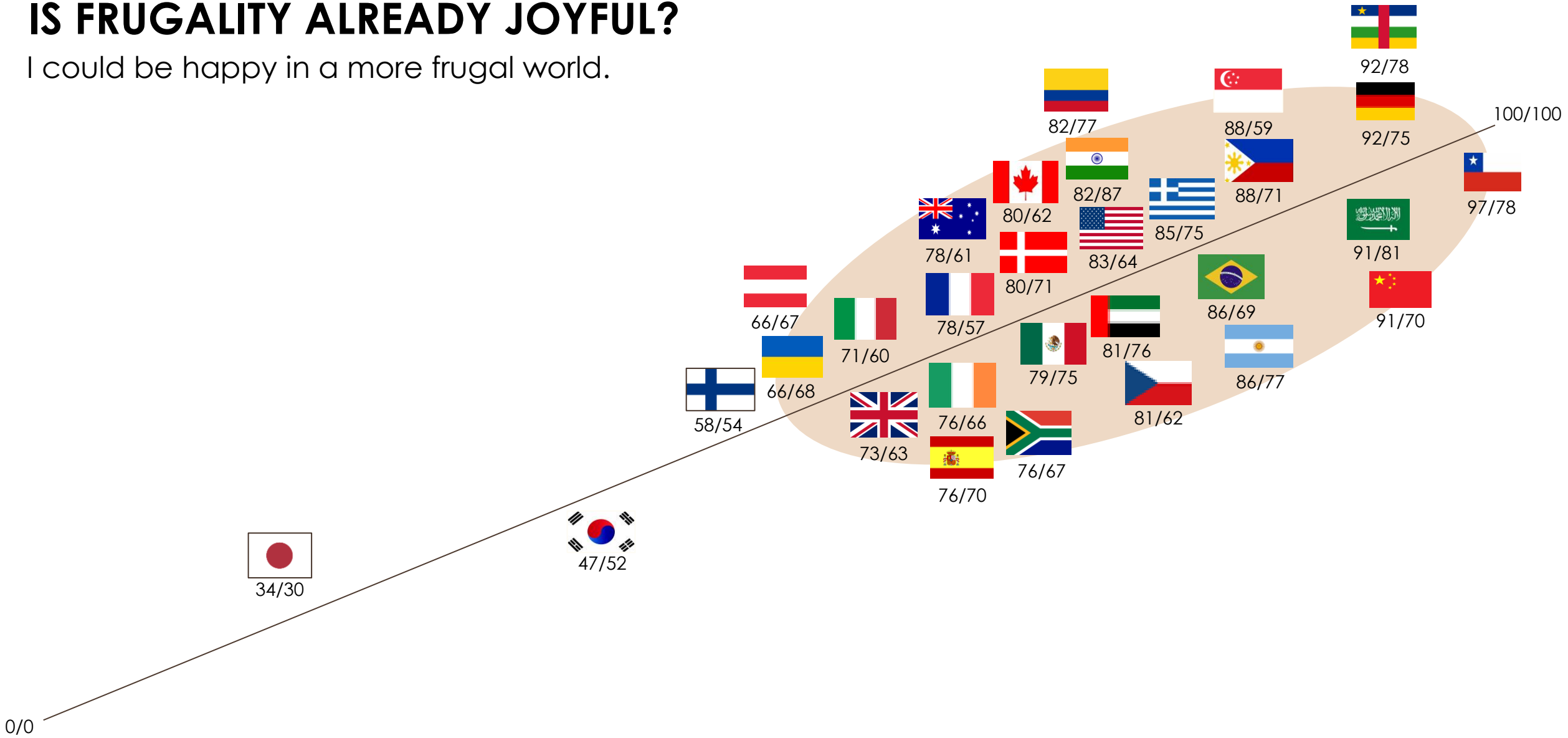
Declining Purchasing Power Is Weighing on Consumer Spending



A SHIFT TOWARDS MORE FRUGAL CONSUMPTION IS NEEDED.

IS FRUGALITY ALREADY JOYFUL?

I could be happy in a more frugal world.

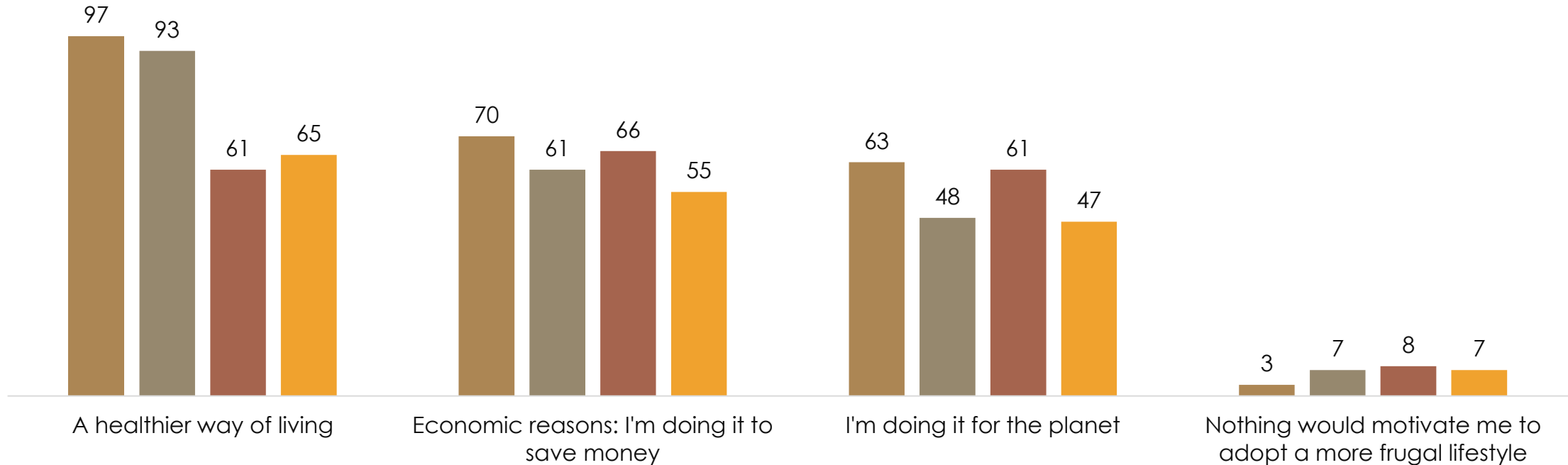


**BEYOND THIS MASSIVE AGREEMENT,
SOME TENSIONS ARE ALREADY RISING.**

FRUGALITY: SUFFERED VS. CHOSEN

WHAT WOULD MOTIVATE YOU TO ADOPT A MORE FRUGAL LIFESTYLE?

■ Prosumer ■ Mainstream ■ Prosumer Austria ■ Mainstream Austria



FRUGALITY IS BUYING BETTER

58%
PROSUMERS

56%
MAINSTREAM

The solution to the climate issue will come from improving our consumption (buying better: More local, second hand).





FRUGALITY IS FIRST ABOUT STOPPING THE WASTE

67%

PROSUMERS

60%

MAINSTREAM

For me, frugality is about ...
Not wasting anymore
(food and appliances).



66/73



72/56



62/49



73/61



64/60



65/55



73/53

FRUGALITY IS ABOUT BUYING ONLY ESSENTIAL THINGS

65%
PROSUMERS

59%
MAINSTREAM

For me frugality is about...
stopping to buy what I don't need.





#diy

281.3B vues



#lifehack

111.3B vues

TikTok lance le #TikTokSmart ! Partage ici tes astuces de tous les jours qui peuvent te changer la vie ! 🤖🤖 Utilise les #TikTokSmart et #LifeHack pour augmenter tes chances d'être mis en avant ! 🏆💰

FRUGALITY IS ALSO ABOUT MAKING MORE BY YOURSELF

33%

PROSUMERS

27%

MAINSTREAM

For me frugality is about...
Making more things myself.



29/37



49/30



35/31



26/27



30/24



28/27



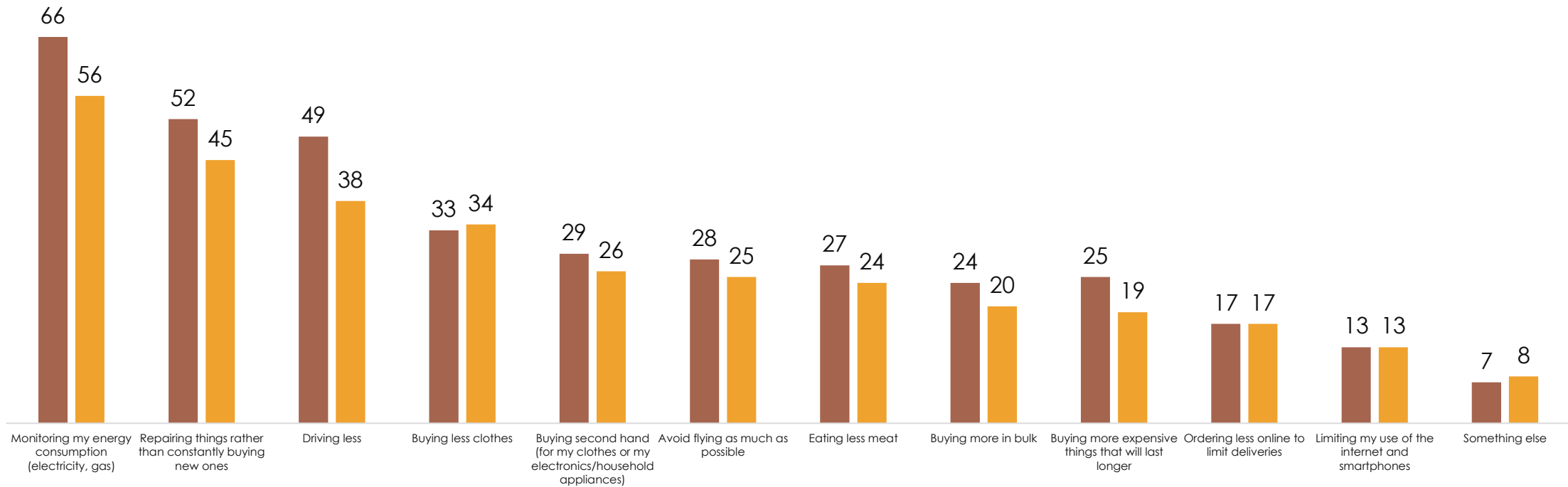
43/39

**BUT CONCRETELY,
WHAT ARE PEOPLE WILLING TO DO?**

ENERGY FRUGALITY REIGNS SUPREME

WHAT ARE YOU ALREADY PERSONALLY DOING TO REDUCE YOUR PERSONAL CARBON FOOTPRINT?

■ Prosumer ■ Mainstream



PEOPLE ARE NOT READY TO GIVE UP ON MEAT

66%
PROSUMERS

56%
MAINSTREAM

27%
PROSUMERS

24%
MAINSTREAM

What are you already personally doing to reduce your personal carbon footprint?

What are you already personally doing to reduce your personal carbon footprint?

Monitoring my energy consumption (electricity, gas).

Eating less meat.



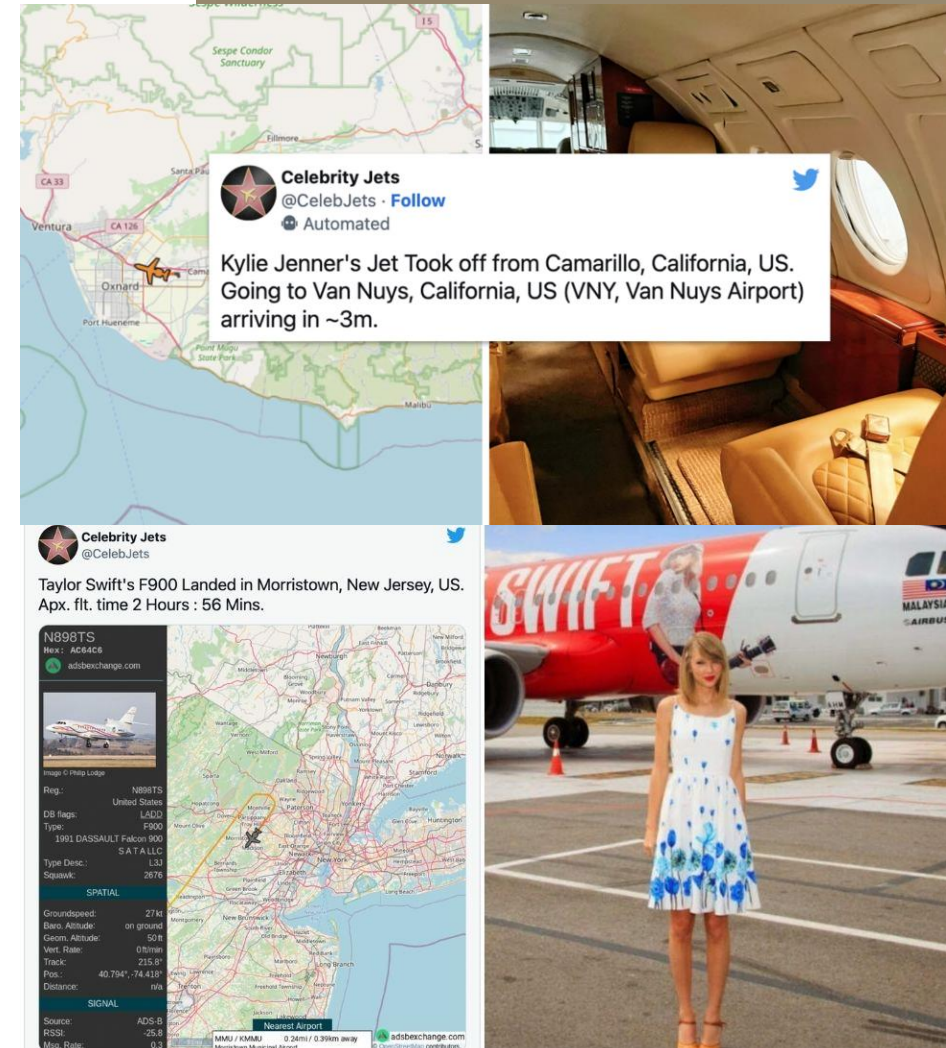
NOT READY TO GIVE UP ON THE PLEASURE OF TRAVELLING

28%
PROSUMERS

25%
MAINSTREAM

What are you already personally doing to reduce your personal carbon footprint?

Avoid flying as much as possible.



A photograph of a white mesh produce bag filled with several bright orange fruits, likely oranges or tangerines. The bag is hanging from a dark wooden beam. The background is a plain, light-colored wall, and a dark shadow of the bag is cast onto the wall to the right. The lighting is soft and directional, highlighting the texture of the mesh and the vibrant color of the fruit.

**HOW CAN BRANDS MAKE
FRUGALITY DESIRABLE ?**

BIG = BIG IMPACT

84%
PROSUMERS

69%
MAINSTREAM

77%
PROSUMERS

67%
MAINSTREAM

I believe that large companies are better able to make the changes necessary to combat climate change.

The companies making the most profit should be the first ones paying for the ecological transition.



Forbes

FORBES > INNOVATION > SCIENCE

To Boycott Or Not To Boycott?

INACTION HAS REAL CONSEQUENCES

54%

PROSUMERS

41%

MAINSTREAM

I boycott the products of companies that do not act for the climate.

48% Millennials

35% Boomers



37/38



66/41



57/37



84/70



52/32



57/44



80/79



FIRST, PEOPLE EXPECT TO BE EDUCATED ABOUT FRUGALITY

69%
PROSUMERS

58%
MAINSTREAM

Regarding the fight against climate change, I personally support education.



63/50



66/48



57/51



77/71



64/55



81/79



78/57

A FRUGAL FUTURE IS A SIMPLE FUTURE

74%
PROSUMERS

74%
MAINSTREAM

What makes me most happy is:
Being satisfied with simple things.



typology.


Ce sérum est le secret beauté des plus grands mannequins de la planète. Grâce aux pouvoirs inégalés des agents de texture et notre savoir-faire millénaire, il réduit poches et cernes sous les yeux.

**L'ESSENTIEL,
PAS PLUS.**

"LAB-1003"
CAFFÉINE 5%
+ NIACINAMIDE 5%
(Caféine 5%
+ niacinamide 5%)

From
typology.

9,50 € sur [typology.com](https://www.typology.com)



Nature As a Board
Member

THE ESSENTIALITY OF CONNECTION TO NATURE

63%
PROSUMERS

53%
MAINSTREAM

What would make you desire a more
frugal future?
A life closer to nature.

47% Gen Zers
61% Boomers

THE ESSENTIALITY OF CONNECTING WITH OTHERS

55%
PROSUMERS

50%
MAINSTREAM

What would make you desire a more frugal future?

A life where we work less and spend more time with our family.



IN A NUTSHELL

- **Climate change is everyone's responsibility, and it is up to each citizen to act on the subject.**
- Beyond a frugality that may seem happy, **behaviors that are today "limited" to monitoring energy, which cannot solve everything**
- More fundamental **sacrifices**, in terms of food and travel, seem more difficult to pursue
- To make people accept these sacrifices, **institutions are expected to issue new coercive rules**
- **Brands are seen as responsible** and people feel they are **not doing enough**.
- Frugality can become desirable and joyful if :
 - it is a **collective movement**
 - it is **a movement of solidarity**
 - **brands accompany these changes** through new narratives based on simplicity, essentiality, and by valuing those who have already chosen frugality

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