

A large crowd of people is shown from a high angle, celebrating at a party. The scene is filled with purple light and a heavy shower of white confetti falling from above. Many people have their arms raised in the air, and the overall atmosphere is one of a high-energy event.

# PROSUMER REPORT: IS THE PARTY OVER?

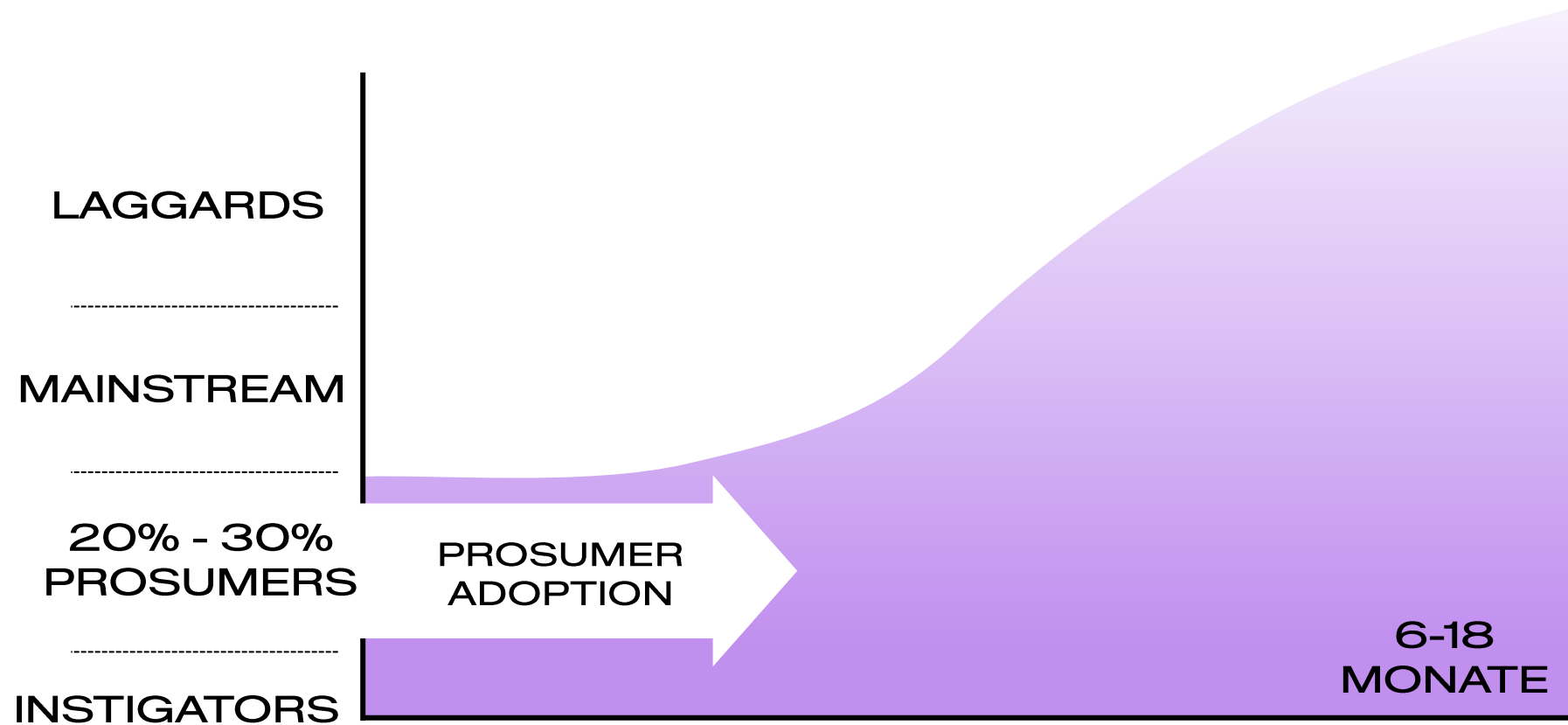
HAVAS



30 MÄRKTE

14 000 PERSONEN

# WHO ARE PROSUMERS?



# WHENEVER, WHEREVER

84%

PROSUMERS

87%

MAINSTREAM

A party can happen  
whenever and wherever

71%

GEN Z

93%

BOOMERS



*Aujourd'hui, société de loisirs oblige, la fête est partout ... Elle est éclatée, fragmentée et en mutation permanente."*

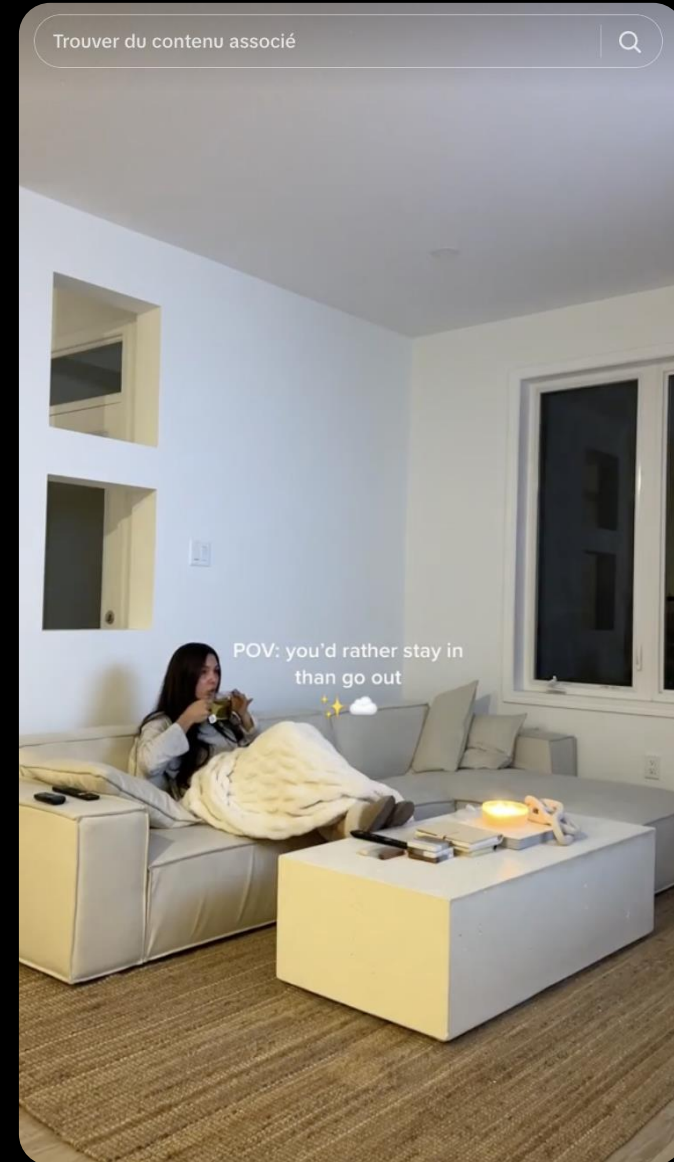
*"In today's leisure society, parties are everywhere ... It is fragmented and constantly changing."*

- Jérémie Peltier, directeur des études à la Fondation Jean-Jaurès dans son essai [La Fête est finie ?](#)

# ENTERTAINMENT AS A NEW CELEBRATION

57% | 30%  
GEN Z | BOOMERS

On a typical weekend night, I prefer to stay home and watch Netflix than to go out (going to a restaurant, attending a concert, etc.).



# CONTROL OF ONE'S ACTIONS

80% | 72%  
PROSUMERS | MAINSTREAM

It's important for me to stay in control at parties to avoid being accused of inappropriate behavior afterwards.



70/66



74/67



78/75



78/77



83/74



95/87



84/86

# 1/3

« Je pense que le mouvement Me Too a compliqué les relations entre hommes et femmes »

**Il y a un lien entre agression sexuelle et alcool: il faut le dire aux jeunes femmes**

Emily Noffe - 8 novembre 2015 à 14h42

Le viol d'étudiantes sous l'emprise de l'alcool est un fléau sur les campus américains. Et personne n'ose aborder le problème.

# MY SAFE PLACE REFLECTS WHO I AM

42%

PROSUMERS

35%

MAINSTREAM

I prefer to party with people like me (same gender, same sexual orientation, etc.) because I feel safer.

43%

GEN Z

39%

MILLENNIALS



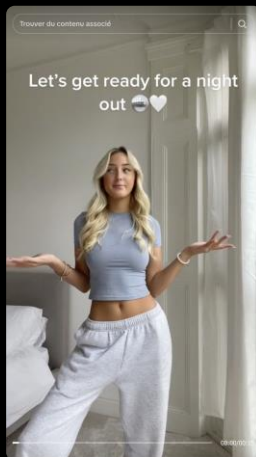
# GETTING READY IS ALREADY A PARTY

MAKE-UP

50%

PROSUMER

Parties are an opportunity to express myself through makeup

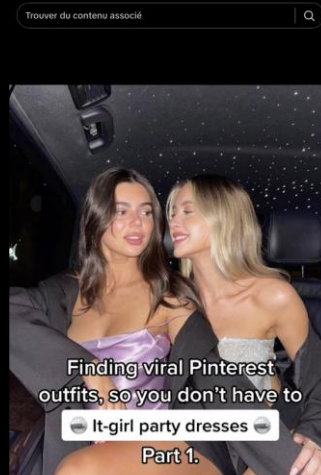


GRWM

82%

PROSUMER

I love to get dressed up for a party



FOOD

72%

PROSUMER

There is no great party without great food





# IN A NUTSHELL

## 1. A WORLD OF HYPERFESTIVITY:

Festivity is no longer a rare moment but has extended to many moments of the day and the year.

## 2. HOMO COMFORTUS:

If party is everywhere, and especially at the touch of a finger, Gen Z, the indoor generation, now often chooses to stay home.

## 3. CONTROL FREAK SOCIETY:

Our society has grown obsessed with control, and is having difficulties to let go when partying. Which means fewer encounters, less flirting, fewer surprises, and less alcohol.

## 4. THE SAFE PLACE, A NEW SANCTUARY:

This control has led to a retreat at home and to only celebrate with people who are like us.

## 5. NEW MODELS OF CELEBRATIONS:

While they occur less frequently, celebrations are still reinventing themselves, making preparation a new highlight of the festivities and becoming more committed.

## 6. BRANDS AND PARTIES, A VIRTUOUS SYNERGY:

Brands can enable people to be the best version of themselves at parties. They're also sought after for organizing memorable parties.

A dark, atmospheric photograph of Leonardo DiCaprio in a tuxedo, holding a martini glass. He is looking directly at the camera with a slight, knowing smile. The background is a blurred party scene with other people and lights. The overall tone is sophisticated and cinematic.

IS THE PARTY OVER?

HAVAS