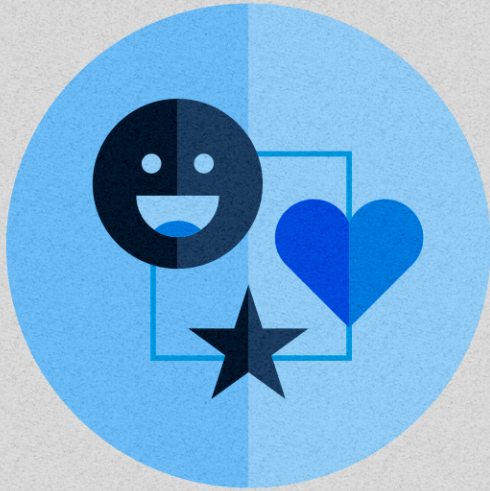


THE SURPRISINGLY INDULGENT SPENDING OF MINIMALISTS



MINIMALISTS ARE:

Minimalists are people who believe that acquiring less stuff and simplifying their lives leaves them free to focus on what makes them truly happy.

IT'S A GROWING CONSUMER SEGMENT:

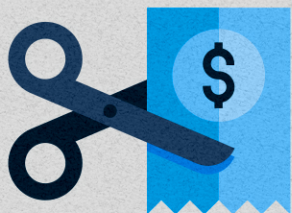
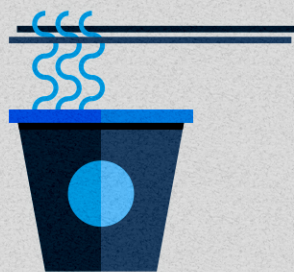
¹ 1 in 4

U.S. adults either want to become a minimalist one day or are actively working towards it now.

— CIVICSCIENCE, AUGUST 2018

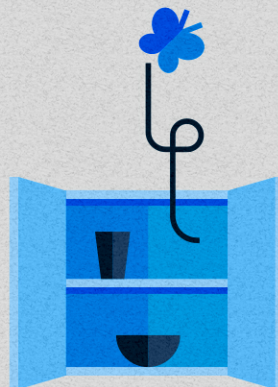
THE STEREOTYPE:

They shop exclusively at consignment stores, survive on ramen and are brand rejectors.



They are incredibly cheap.

Their homes are empty except for 3 utensils, 3 plates and 3 items of clothing.



² 10%

of U.S. adults say that they already follow a minimalist lifestyle.

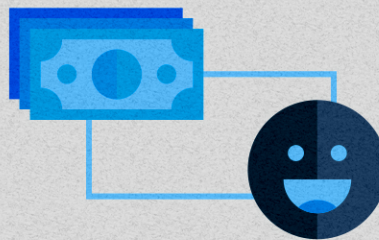
— CIVICSCIENCE, AUGUST 2018

THE TRUTH:



Minimalists are very careful and selective spenders.

Minimalists divert their energy and funds away from the meaningless and mundane in life, toward those things that give them the most pleasure.



When it comes to the things they care about they spend lavishly, choosing the highest quality brands, products and services. Their pattern of spending gives them a feeling of control; those items they do spend on reflect well on their identity and priorities in life.



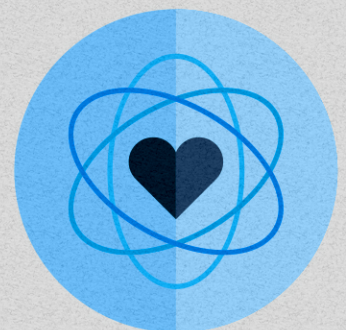
WHAT THIS MEANS FOR THE MARKETPLACE:

Focus on quality



Minimalists will research extensively in order to decide which product is worthy of their commitment.

Lead with your values



Minimalists only spend on things that are important to them, which in turn reflect their values. Brands who begin by aligning with their values will more naturally fall into their consideration set.

dig

adam@digprojects.com www.digprojects.com