

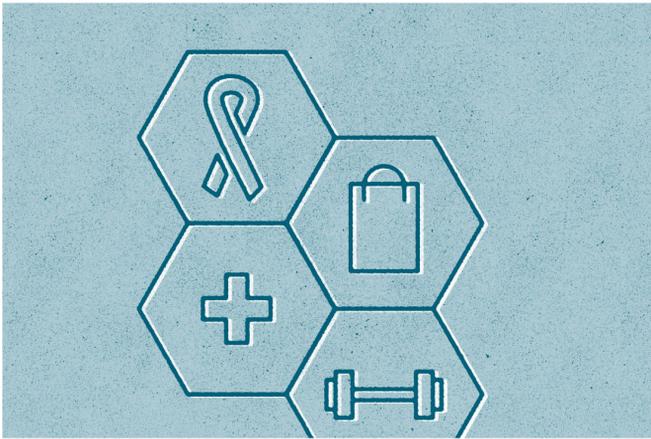
# The MEaningful Shift

Just like in most European countries, 70% of Belgian prosumers are making an effort to **consume less**.

Indeed, our consumer-based economy is more and more perceived as a **risk for the planet and society**.

How can brands continue to reach tomorrow's consumers **in a relevant way**?

## Here are 6 ways to be more meaningful to Belgians:



### 1. Me as the factor of change

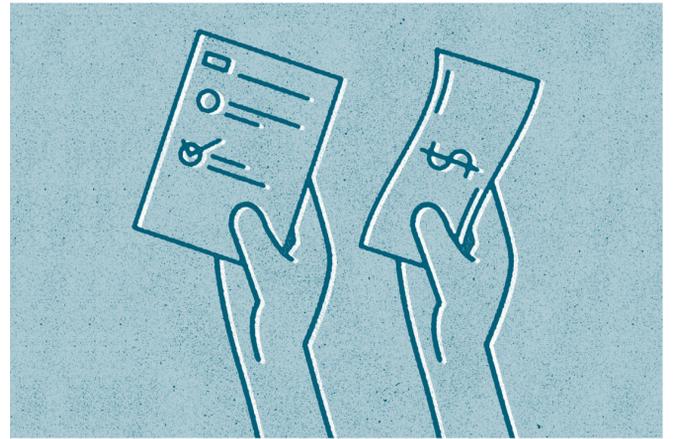
People are seeking to be the change they want to see in the world. And every gesture counts, especially when it comes to consumption.

**80%**

are shopping more carefully than they used to.

**43%**

of prosumers think we can all make a difference.



### 2. Help society in a positive way

Most of Belgians feel they have more power as consumers than as voters. Brands can empower them to support what they care for.

**43%**

of prosumers try to buy brands that take a stand on social or political issues.

**50%**

often base their purchase decision on a company's expressed values.



### 3. Supporting local economy

It is not just what we buy but from whom we buy it. The 'buying local' trend is literally exploding and it's not just about reducing our carbon footprint.

**75%**

of prosumers say that buying local products is a patriotic act that helps the national economy.

**86%**

of prosumers say it makes them feel good to support local producers



### 4. Fight for the planet

Mindless consumption is highly perceived as a source of pollution by Belgians. When it comes to helping the planet, every little gesture counts.

**78%**

of prosumers make a conscious effort to minimize their negative impact on the environment.

**60%**

are trying to live sustainably.



### 5. Think Durable

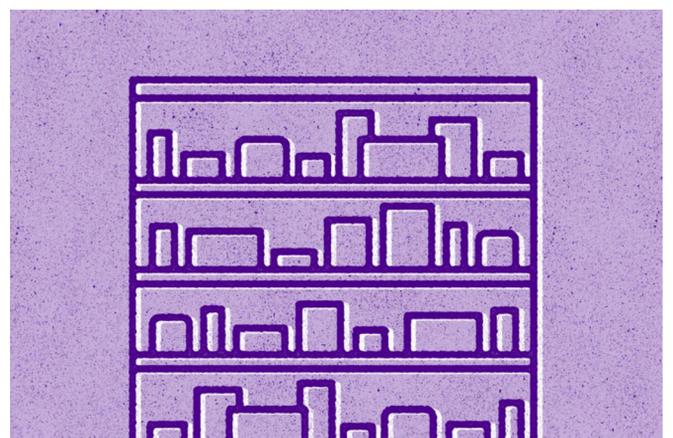
During the past century, we have seen a move toward disposable everything. Today, maximizing the lifecycles of products is a must. Just look at the war on plastic going out there!

**67%**

of prosumers try to recycle and repurpose more often

**67%**

are trying to purchase products of better quality/durability



### 6. Simplify the offer

Belgians are looking for simplicity. Life is complicated enough without brands adding to the stress. The brands that are easiest to love are often the ones that are easiest to live with.

**80%**

of prosumers feel annoyed when brands try to sell them additional products they don't need.

**62%**

wish choice was easier.