

# The New Consumerism: The Data Behind the Trends

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## Abstracts

The shift towards new priorities, new values and new attitudes to consumption, which we have christened the New Consumerism, is impacting on a wide range of consumer goods industries. Here we examine the social and economic backdrop to the birth of the New Consumerism and attempt to quantify its impact on consumption and behaviour globally.

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## Contents

Introduction  
The Macro Picture  
The Sharing Economy  
The Circular Economy  
Experience  
Buying Time  
Trading Places  
Frugal Innovation  
Space for Life  
The Gig Economy  
Conclusion

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