

How the 'Underconsumption Core' Trend Is Helping a New Generation Embrace Minimalism

Learn how the underconsumption core trend is helping a new generation of people embrace minimalism in their homes and lives.

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Inside: Learn how the underconsumption core trend is helping a new generation embrace minimalism and reject overconsuming.

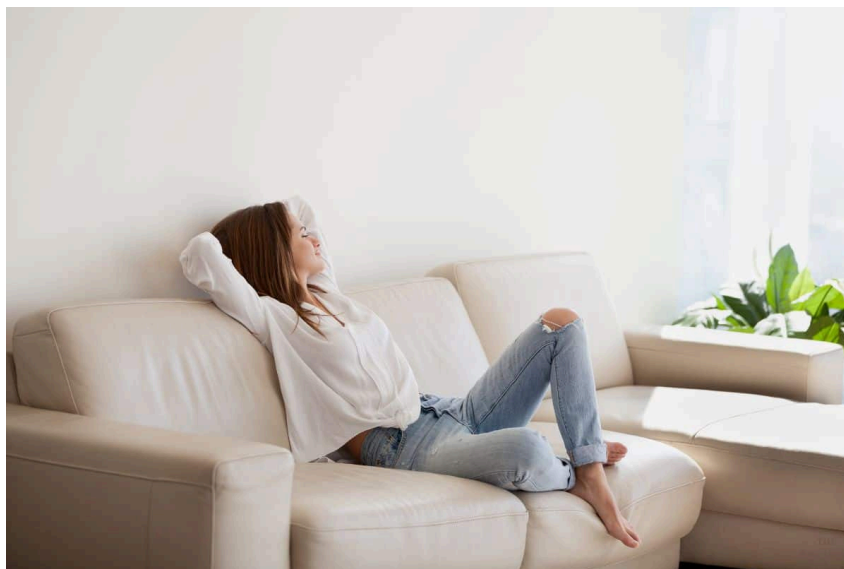
If you spend any time on social media, you've probably witnessed the impact influencers have firsthand. Many of them spend their time and energy promoting products.

They share the latest and greatest makeup, skincare, clothes, water bottles, and more – and they directly or indirectly encourage you to buy them. For many people, it's hard to avoid the temptation to buy more, more, and more.

But recently you might have also caught a glimpse of “underconsumption core”. It’s an emerging trend that’s basically the opposite of the buy-it-all mindset that you often see.

It’s a refreshing breath of fresh air – and a familiar philosophy for minimalists and others trying to simplify.

Not sure how the underconsumption core trend is helping a new generation embrace minimalism? Read on for what this trend looks like and how it’s similar to minimalism.



What is the Underconsumption Core Trend?

The concept of living with less and [curbing our consumerist tendencies](#) is nothing new. In fact, the idea has been around in some form for quite a while.

Recently, the trend went by the term *minimalism* – which is still widely embraced today, especially by the millennial generation.

Now, underconsumption core is on the rise – a trendy, Gen Z rebrand on a truly timeless concept.

The underconsumption core trend has been showing up on social media where people are pushing back against the excessive consumerism content others have been sharing.

Rather than posting hauls of excess items or restocks showing people filling their homes with stuff, underconsumption highlights normalcy.

Creators are showing their average living spaces with their normal amounts of things. They're working to normalize normal.

In a time when scarcity and trends have been influencing people to buy things they don't need (i.e. another water bottle), some influencers are promoting the opposite idea.

And it comes as a welcome relief to those who are tired of trying to keep up with expensive lifestyles and unrealistic expectations.



5 Ways 'Underconsumption Core' Is Helping People Embrace Minimalism

Here are five ways that underconsumption core is helping a new generation [embrace minimalism](#).

1. The underconsumption core trend focuses on environmental sustainability.

Many minimalists embraced the lifestyle, in part, because they saw the toll overconsumption was having on the environment.

Like many minimalists, underconsumption core followers are big on minimizing their carbon footprint.

The younger generation is all too aware of the damage people have caused to our planet over the last few centuries, and they're committed to doing their part to correct it.

Instead of buying everything new, underconsumption core is all about [buying second-hand](#). Thrifting for clothes, furniture, and books is a hobby that many have embraced – and one that you'll constantly see highlighted on TikTok.

And outlets like [Facebook Marketplace](#) and the ever-popular [Buy Nothing groups](#) are an easy way to shop for things that are as good as new – but for a fraction of the price, and while reducing [consumer waste](#).

And it isn't just about buying used.

Underconsumption core is also about ensuring the items they *do* purchase are sustainably produced, sourced, and shipped.

Food, clothes, technology – it all comes from somewhere, and those who follow this new trend have a greater awareness of what goes into the things they're buying.



2. The underconsumption core trend is about appreciating what you already have.

It isn't just about what you buy.

Underconsumption core is also all about what you *don't* buy – what you already have in your life.

It's about appreciating the things that serve a functional purpose in your home and bring you joy – even if they aren't the newest version or the trendiest thing.

It's about being OK with simplicity and saying “no” to the “more, more, more” culture that's permeated much of society.

This is incredibly similar to the minimalist mindset, which focuses on ensuring the things you own truly serve a purpose. If you don't love it or use it, it's clutter.

It's about appreciating what you have and not constantly longing for more.

There is no need to collect large numbers of items and there is a realization that comparison is the thief of joy, and it's better to stay in your own lane and be grateful for what you have.



3. The underconsumption core trend emphasizes quality over quantity.

Another similarity between underconsumption core and minimalism is that both emphasize quality over quantity with the items that you own.

This philosophy applies to multiple areas of life, including...

Clothing

Instead of caving in to the temptations of fast fashion and buying a brand new wardrobe each season for a steal, it's all about opting for timeless pieces.

Well-made pieces that can be mixed and matched to create a variety of outfits for years to come are a hallmark of the minimalist wardrobe and have been embraced by the underconsumption core movement.

Home Decor

Unlike the [cottage core movement](#) which was all about filling your home with tons of things that bring joy, both minimalism and underconsumption core focus on being a little more selective about what you bring into your home.

One or two well-loved statement pieces can go a long way.

Experiences

This mentality isn't just limited to physical belongings. It even extends to the way we choose to spend our time.

Instead of filling the calendar with all kinds of activities, people who embrace minimalism and underconsumption core would prefer to enjoy more unplanned time for leisure.



4. The underconsumption core trend embraces intentional living.

At the heart of minimalism is the idea of **intentional living** – making deliberate choices about what to keep in your life and what to get rid of.

From relationships and hobbies to physical possessions, the idea is all-encompassing.

Similarly, underconsumption core emphasizes the idea that consuming less can lead to a happier, less stressful, and more fulfilling life.

It acknowledges the fact that having **too much stuff** can be completely overwhelming and seeks to correct that problem by curbing consumerist tendencies.

By prioritizing things that are well-made, high quality, and sustainably sourced, those who embrace underconsumption core achieve something very similar to minimalism.



5. The underconsumption core trend is beneficial to emotional and mental well-being.

Another big similarity? The [mental well-being](#) benefits that stem from minimalism and underconsumption core.

Minimalists seek to eliminate physical clutter from their environment to create a peaceful, stress-free home.

They get rid of the activities that clutter up their calendar in favor of more time to relax and pursue the things that truly bring joy.

They even [declutter their relationships](#), and carefully evaluate the people that they spend their time with.

Underconsumption core is very much in line with this mentality. Having an excess of anything can be overwhelming – physical stuff, unfulfilling relationships, obligations, even media.

By being more selective about what they do keep in their lives and finding ways to get rid of the things that don't serve them, those who embrace underconsumption core reap similar benefits as minimalists – better mental and emotional well-being.



Underconsumption core is minimalism for a new generation

While terms and trend names may change over time, underconsumption core is minimalism for a younger generation.

It's about normalizing living more simply and rejecting buying an excess of stuff. Both terms seek to push back against a culture that pushes consumerism and debt.

No matter what you call it, simplifying and being content with what you have is a good thing, so I'm all for it.

Had you heard of underconsumption core before? Leave a comment and let me know!

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