

PHRONESISPARTNERS

Lifestyle & Media Advisory

More than ten years of working with the world's leading financial institutions and management consultancies analyzing consumers and industries.

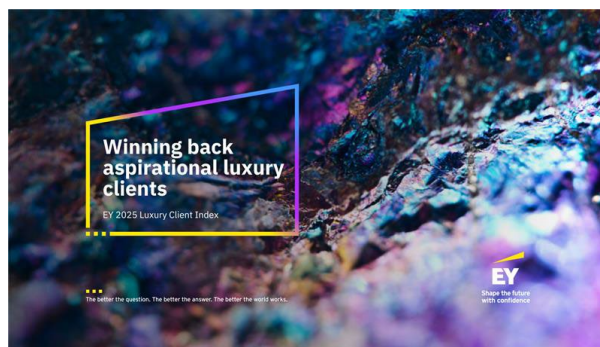
Phronesis Partners provides deep insight, behavioral understanding, and cultural intelligence so you can reach the world's most discerning clients—High Net Worth Individuals.



What we do

For blue chip companies globally, we produce qualitative and quantitative research, consumer segmentations, dashboards, indexes, and competitive benchmarking.

Our research is designed to reveal what drives High Net Worth Individuals—from how they spend to how they invest, from the cultural signals they respond to, to the values that guide their choices.



Who we work with

For the first time we are now able to offer the full suite of our research and advisory services to lifestyle, media, and technology brands.

Our clients serve individuals who expect discretion, personalization, and performance. We partner with brands across wealth management, luxury goods, real estate, and premium services to decode the needs and behaviors of the affluent—and turn those insights into competitive advantage.

Access – our unique knowledge and tracking of affluent and uber affluent consumers globally

Talent – 500 specialists employed | 15 languages covered | 110 countries served

Quality – 91+ NPS score

Our capabilities

Consumer insights

Understand what motivates extraordinary individuals.

Our bespoke research into the HNWI mindset reveals how personal values, behavioral cues, and emotional expectations shape brand loyalty and buying decisions. From audience segmentation to journey mapping, we equip you with actionable intelligence rooted in behavioral science.

Capabilities include:

- HNWI segmentation & profiling
- Behavioral journey mapping
- Attitude & perception studies
- Persona and typology development

PHRONESISPARTNERS

Industry insights

Stay ahead of what's next in premium markets.

Our industry insights track emerging trends, cultural shifts, and innovation across luxury and high-touch categories. Whether you're shaping brand strategy or launching new propositions, we provide the context and clarity needed to lead.

Capabilities include:

- Premium category trend analysis
- Global market benchmarking
- Competitive positioning and whitespace identification
- Cultural decoding of luxury cues

Investment insights

Track how wealth moves—and what influences it.

We understand how HNWIs allocate capital—whether into collectibles, real estate, wellness, or tech. Our research uncovers spending behaviors, investment patterns, and the motivations behind both.

Capabilities include:

- Purchase behavior analysis
- Alternative investment trend tracking
- Cross-border capital flow mapping
- Lifestyle + financial convergence analysis

PHRONESISPARTNERS

For more information, contact:

Stephen Morgan

Managing Director, Lifestyle & Media Advisory

Phronesis Partners

www.phronesis-partners.com/contact