

# Eco and Ethical Lifestyles - Ireland - February 2019

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## This report looks at the following areas:

- Growing population puts pressure on resources
- Greater uptake of recycling and ethical waste management in Ireland
- Retailers play their part in cutting down on food waste
- Interest rising in renewable energy, but incentives needed to hike usage
- Vegan claims double in 2018

As climate change continues to affect Ireland and the rest of the planet, Irish consumers are becoming more conscience of their environmental impact and are looking towards adopting eco and ethical practices to cut down on their carbon footprint.



“Recent press headlines such as floating plastic islands in the ocean have thrust ethical and environmental issues into the spotlight. Although Irish consumers are increasingly interested in the idea of being more ‘ethical’, many are struggling in practice, offering an opportunity for brands to connect with consumers’ passions and lend a helping hand.”

- Emma McGeown, Research Analyst

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