

LIFESCAPES LAB

APRIL 2025

REDUCE
REUSE
RECYCLE
REPEAT



ISSUE 02

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WELCOME TO THE SECOND ISSUE OF LIFESCAPES LAB

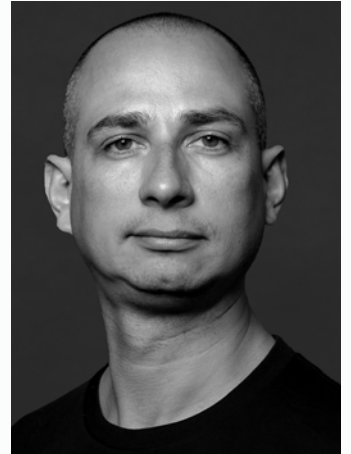
This report looks at sustainability, a critical and increasingly important issue that affects consumer decision-making. As we navigate through an era marked by heightened environmental awareness and consumer demand for transparency, this issue aims to provide valuable insight into what is driving consumer behaviour and how brands can adapt and thrive in this evolving landscape.

We explore how eco-conscious choices are shaping brand strategies and driving innovation across various sectors. From the rise of plant-based packaging and sustainable fashion to the growing importance of ethical technology and green finance, the report highlights ten key trends that are redefining consumer expectations and brand responses.

As marketers and communicators, understanding these trends is crucial for developing strategies that resonate with today's eco-conscious consumers. We hope this issue of Lifescapes Lab will inspire you to embrace sustainability and drive positive change in your marketing and communication efforts. Enjoy the read!

Paul Dalton-Borge

Chief executive, lifescapes



ECO-CONSCIOUS CHOICES: 10 RISING SUSTAINABLE CONSUMER TRENDS

1. Conscious consumption

In 2025, consumers will demand even more transparency in brands' environmental practices, focusing on fundamentals such as carbon footprints and ethical sourcing. This will drive the growth of third-party certifications, eco-friendly innovations and circular economy models, such as product take-back programmes and repairable goods. (Greenbook)



2. Health & sustainability

Sustainable consumer attitudes are increasingly driven by health concerns and self-preservation. Recent global events pushed water and food shortages up people's agendas since 2021, overtaking concerns for plastic pollution and deforestation. This shift can be traced back to first-hand experiences of climate change, such as record-breaking temperatures and droughts, which have heightened consumer awareness of water stresses. Disruptions to global food supply chains, resulting in higher prices, have drawn consumers' focus on factors that help protect their physical and financial health. (Mintel)



3. Motivations for sustainable living

According to Bain & Company, which conducted a survey of 19,000 consumers globally to explore their efforts to live a sustainable lifestyle, there are multiple motivations for sustainable living. Of consumers who reduce home energy usage, a significant 47% cite affordability or value as the reason for doing so, while 34% do it for environmental reasons and 16% say it's due to personal preference.



Sources: Greenbook, Bain & Company, Mintel, Packaging Gateway, British Vogue, The Grocer

ECO-CONSCIOUS CHOICES: 10 RISING SUSTAINABLE CONSUMER TRENDS

4. Community collaboration

There is a growing emphasis on building strong, sustainable communities to tackle environmental challenges. People seek long-lasting connections to become resilient to changes like climate events and political shifts. The complexity and unpredictability of these issues make it essential to work together towards a common goal. (Mintel)



5. Eco-friendly, plant-based packaging

In 2025, eco-friendly packaging isn't just a perk - it's a must. Packaging Gateway reports on consumer trends that are actively shifting towards supporting brands with visible eco-conscious packaging with sustainable materials taking centre stage. Businesses are responding with packaging innovations that reduce waste and enhance recyclability, using biodegradable plant-based alternatives like seaweed and mushroom-based materials and multi-use packaging such as refillable jars.



6. Sustainable fashion and personal style

Fashion trends in 2025 are about bold innovation, sustainability and personal expression. British Vogue highlights 24 of the best sustainable clothing brands with designers and brands using responsibly sourced materials and transforming vintage fabrics into modern statement pieces. The first luxury fashion house to become a B-Corp in 2021, Chloé has committed to ensure 90 per cent its materials are lower-impact by 2025.

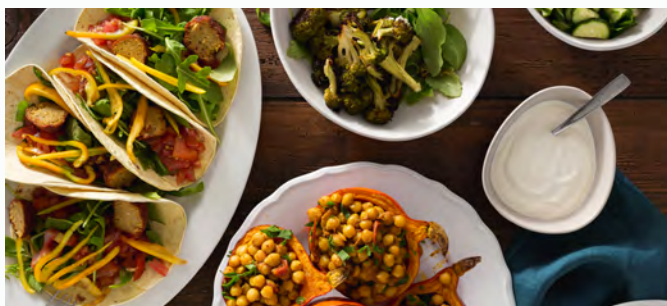


Sources: Greenbook, Bain & Company, Mintel, Packaging Gateway, British Vogue, The Grocer

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7. Plant-based, clean eating

The Grocer reports on plant-based foods becoming more of a mainstream food-option despite challenges to the perception of meat-free products as 'not being as tasty'. From recent Mintel data, only 16% of UK adults see plant-based food as tasty. Driven by increased interest in healthier diets and sustainability, and with some feeling the effects of the cost-of-living crisis easing a bit, people are willing to spend more on better-for-you, great-tasting, natural and sustainably produced foods.



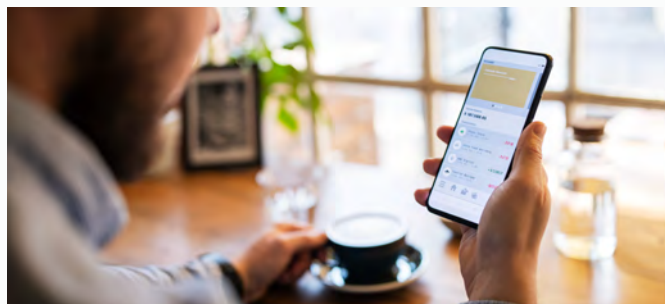
8. Choosing ethical technology

As technology becomes more integrated into daily life, consumers are demanding ethical practices from tech companies. This includes sustainable manufacturing processes, fair labour practices and the reduction of electronic waste. Mintel reports that consumers are more likely to support brands that demonstrate a commitment to ethical technology.



9. Sustainable finance

Consumers are increasingly aware of the environmental impact of their financial choices. This trend includes the rise of green banking, ethical investments and sustainable financial products. Mintel's research indicates that consumers are looking for financial institutions that prioritise sustainability and offer products that support environmental and social causes.



10. A greener home

According to Greenbook, there is an increasing interest in sustainable home improvements. Consumers are investing in energy-efficient appliances, solar panels and eco-friendly building materials to reduce their environmental impact and lower utility costs.



Sources: Greenbook, Bain & Company, Mintel, Packaging Gateway, British Vogue, The Grocer

WHAT'S MAKING WAVES?

AFFORDABLE SUSTAINABILITY

Hissy Fit

Hissy Fit is shaking up the fashion world with its commitment to affordable sustainability. This UK-based brand offers unique, size-inclusive women's clothing, all crafted in Birmingham from deadstock fabrics. By using these leftover materials, Hissy Fit not only cuts costs but also slashes waste. Its innovative designs often feature reversible and adaptable elements, giving customers multiple looks from a single item. With a zero-waste policy, Hissy Fit repurposes every scrap of fabric into new creations, ensuring nothing goes to waste. This forward-thinking approach makes sustainable fashion accessible to all, while tackling overconsumption and environmental impact head-on. On a more local level, brands such as Caerphilly-based The Circular Studio are making waves with a purpose, curating preloved clothing and offering it for sale in community spaces at affordable prices.



Upcycling

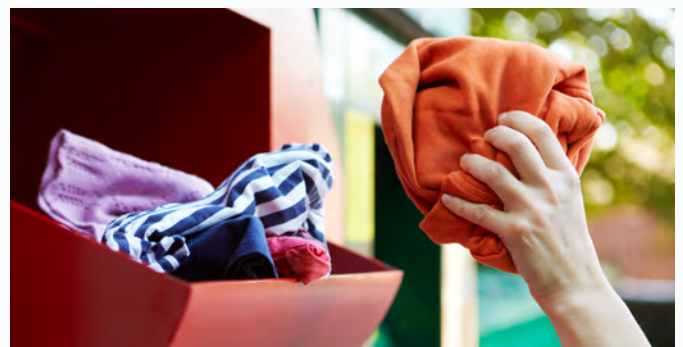
The art of transforming waste into wonder. This creative practice turns discarded materials into products of higher value and functionality. Leading the charge, brands like Ecoalf repurpose old garments and ocean waste into stylish, high-quality items. Upcycling not only reduces waste but also extends the life of materials, cutting down on the need for new resources. It's a cost-efficient solution that lowers material expenses and waste disposal fees, making sustainable

fashion more affordable and accessible. By embracing upcycling, we can innovate and create while protecting our planet.



Garment recovery schemes

Garment recovery schemes are changing the way we think about old clothes. These initiatives invite consumers to return worn-out garments for recycling or repurposing, drastically reducing textile waste. Pioneers like Patagonia offer repair and resale options, extending the life of their products and making sustainability affordable. Lucy & Yak's Re:Yak scheme helps customers extend the lives of their items and reduce textile waste. With the goal of keeping items in circulation for as long as possible, this scheme allows customers to upcycle and repair items, return old Lucy & Yak items that aren't being worn anymore to be resold or recycled if too damaged to sell, buy and sell second-hand items through a marketplace, and buy "imperfect" items at a lower price to avoid sending them to landfill.



WHAT'S MAKING WAVES?

SUSTAINABLE TRAVEL

Overtourism

Overtourism is driving popular cities to encourage visitors to explore lesser-known destinations instead of honeypot areas. Cities like Barcelona, Venice, Dubrovnik, Santorini and Amsterdam have introduced measures such as tourism taxes, daily booking systems, limiting cruise ship numbers and banning new tourist shops. These actions are taken to address residents' growing frustration and to minimise environmental damage while enhancing communities.



Convenient sustainable travel choices

More travellers are looking for eco-friendly and socially responsible options. Travalyst, a non-profit coalition founded by Prince Harry, The Duke of Sussex, revealed that 47% of travellers consider sustainability important when making travel choices. They want information readily available to make effective decisions, as 63% don't want to spend time researching how sustainable their travel is. Travalyst recently revealed that its flight emissions data appeared in over 65 billion searches.

Wildlife conservation

Wildlife conservation is crucial for maintaining ecological benefits and promoting biodiversity, especially with climate change. Now, insights show 66% of travellers want to help improve destinations, not just visit them.

Sources: Sustainable Travel International, Etifor, Travalyst, National Wildlife Federation, Mindful Ecotourism, Responsible Travel, THTI, Cervia Turismo



In Costa Rica, holidaying families can monitor turtle nests and record sightings. In South Africa, tourists can track leopard, cheetah and rhino populations. In Borneo, travellers can work with teams to re-wild and release rescued orangutans back into the wild.

Community-based tourism

Connecting locals and foreigners is empowering and helps keep benefits within the community. According to a 2024 UN Tourism report, 50% of travellers now seek community-driven encounters, which is a 10% increase since 2022. In Tobago, locals offer guided tours, homestays and handicrafts to give tourists an authentic experience. In Emilia-Romagna, tourists can visit the Cervia Salt Pan, a protected natural reserve, and enjoy guided tours and educational programmes that showcase history, culture and nature. The annual Taste of Salt event also attracts visitors worldwide with workshops, tastings and cultural activities.



THE BAROMETER **HOT LIST** 🔥

Every issue we ask our network of global trend-setters and tastemakers what's on the up and what's on the down.

This month, hear from **Chantelle Nicholson**, chef and owner of sustainable restaurant Apricity in Mayfair, for her take on what's thriving and what's diving.



Conscious consumerism

More thought into the what, the why and the how. What is it, why do I need it (do I?) and how did it end up where I am seeing it. Also, experiences (restaurants being one of them) over 'stuff'.



Time in nature

Having recently moved out of central London, I can tell you, time in nature should be compulsory. When it all feels a bit much, being immersed in greenery, open skies and birdsong goes a long way.

THRIVING



Farmers

Livestock and arable. Please! Without them, we don't have anything to eat. We need to realise this and gain a bigger appreciation for those who work with the land.



Butter

It had a bad rep for a while, undeservedly. Buy that pack of salted butter and liberally use it! It brings joy.

THE BAROMETER **HOT LIST** 🔥



Takeaway coffee cups

I'll admit it, this is aspirational. Spoiler alert, they don't get recycled (a wish-cycling phenomenon) Please, just form the habit of taking your reusable coffee cup, water bottle and tote bag with you everywhere you go. You owe it to Mother Nature.



Skinny jeans

So I have heard. Opt for ELV denim instead - stylish, circular, better.



Ultra processed foods

It's about time that the big food culprits were called out about what they are putting in their products. And that helpful information about nutrition is more accessible to all. Whole foods all the way.



Rubbish

Literally. The government's new Simpler Recycling scheme is a step in the right direction of understanding waste streams and that general waste needs to be minimised across the board. So, it's out with the mixed rubbish and, hopefully, in with the understanding of the need to separate waste streams.

DIVING



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