

PENNEYS

A young woman with long blonde hair is sitting in a circular frame. She is wearing a denim jacket over a black top and denim jeans. She is resting her head on her hand and looking towards the camera.

PULSE OF THE NATION INDEX

Sustainability – how it's influencing consumers' lifestyles and spending habits in Ireland.

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SETTING THE SCENE

Welcome back to the Penneys Pulse of the Nation Index which explores how Irish people are spending their money and living their lives today. This is our fourth edition and this time, in partnership with Amárach Research, we're exploring sustainability, what it means to the Irish public, in particular the consumer. What are their worries? How are they changing? Can they afford to change? And are they actually changing or is there a widening gap between what they say and how they act?

We also consider that sustainability can mean different things to people. For the public, they likely largely consider this through an environmental lens, so think about making small lifestyle changes such as washing clothes at lower temperatures, walking rather than taking the car or buying products they believe to be produced in a way that is less impactful on the environment.

For an international business like Primark, we view sustainability more broadly through the wider lens which covers environmental and social aspects. Reducing our impact on the planet, working to protect the human rights of workers in our supply chain, and continuing to improve how diverse and inclusive we are – this is how we are changing as a business.

“Reducing our impact on the planet, working to protect human rights of workers in our supply chain, and continuing to improve how diverse and inclusive we are – are all fundamental parts of how we are changing as a business.”

But where do our sustainability goals truly connect with those of our customers? We know consumers expect businesses generally to act more responsibly, but our customers don't think about Primark the business every day: they experience and know us through our Penneys stores, our colleagues who work there and the clothes and products we sell within them. Therefore, it is crucial that we continue to talk to our customers about how we're innovating and how we want to use our considerable scale to be a force for change within the industry.

We want to do more than reassure our customers that we're changing for the better, and that just because we offer the low prices, does not mean that we cut corners on our standards, quality and sustainability goals. We want to use our position and scale to inform and educate them around our products, how they are made and sourced, and how they can best take care of them. To do this, we first have to understand our customers, and how they are feeling about this overall area.

We commissioned research on Irish consumers' behaviours and attitudes towards sustainability to get a deeper understanding of the lifestyle choices they are already making, what their motivation is for change is and what is their understanding and knowledge in this space.

The research tells us that the Irish people are becoming increasingly environmentally conscious, but there is a degree of frustration when it comes to trying to make sense of sustainability. What makes one product more sustainable than another? How can you have confidence in a brand's environmental claims? Why is the language used in this space so complex? What impact are environmental initiatives really having? What impact will the EU's legislation have on Irish consumers?

“We know customers often say they want to shop more sustainably and this, in some cases, is slowly changing how they shop, but what consumers say doesn't always match up to what they do to when they are faced with other choices, such as price.”

SETTING THE SCENE

While the desire to shop more sustainably appears to be present among consumers, there is a perception that it's a more costly choice. This is a particularly important factor with consumers still struggling with inflationary pressures in the wake of the cost-of-living crisis, as highlighted in a previous [Penneys Pulse of the Nation Index report](#). Equally when we reflect on our research, we are mindful of the “say-do” gap – we know customers often say they want to shop more sustainably and this, in some cases, is slowly changing how they shop, but what consumers say doesn't always match up to what they do to when they are faced with other choices, such as price.

Overall, we can summarise these findings under three key themes, which we explore further in this report:

A public increasingly more conscious of the environment

Irish people are becoming increasingly more environmentally aware and are actively changing their behaviour in order to minimise their environmental footprint, with certain demographics more sustainability-focused than others;

A public trying to make sense of sustainability

While most people say they want to lead more sustainable lives, sometimes people are unsure of what the correct choice to make is;

A public that is mindful of its wallet

While people say they want to shop sustainably, price is the key factor in their decision-making process and most people are only willing to pay a small premium for more sustainable goods.



FOREWORD

Lynne Walker,
Director of Primark Cares

As a global fashion retailer we, and the wider fashion industry, have a responsibility to drive meaningful change. The demands facing our industry are ever-changing and there is now greater scrutiny and legislative requirements to be transparent in how we do business and how we communicate this to our customers.

Almost three years ago, we accelerated our ambition to reduce our impact when we launched **Primark Cares**, our sustainability strategy. It outlined our commitments towards becoming a more circular and more sustainable business – including making more sustainably sourced products people can afford, reducing our impact on the environment and supporting the livelihoods of the people who make our clothes.

Bringing our customers with us is critical to achieving lasting impact, which is why we commissioned this research to really figure out Irish consumers' behaviours and attitudes to sustainability. By taking the time to understand our customer landscape and the barriers and challenges they face, we are better positioned to understand what they need and want from us as a business.

While we can take some comfort from the research findings as they highlight the want to live more sustainably, we want to do more to help consumers understand that they don't have to make a choice between sustainability and price.

Affordability is at heart of everything we stand for in Primark – we will continue to make more sustainable clothing affordable and accessible. 55% of our clothing is made using recycled or more sustainably sourced materials and we have committed to making this 100% by 2030.

“We recognise the influence we have as Penneys/Primark with our customers and the fashion industry at large and want to continue to use our scale for good to drive change”

As well as prioritising our prices, we are now working to design and make our clothes with the future in mind. A great example of this is how we're training our colleagues and suppliers in circular design to shift how we design our clothing now and in the future. We're also working to further strengthen the durability of our clothes through our enhanced testing and wash framework. An initiative my team is passionate about is our repair programme, where we host free workshops in our stores that encourage our customers to love their clothes for longer by teaching them useful sewing and repair skills. These workshops are taking place all over Ireland, as well as in a number of our stores in the UK and in many of our European markets.

We recognise the influence we have as Penneys/Primark with our customers and the fashion industry at large and want to continue to use our scale for good to drive change. There is a notable shift not just across our own operations and supply chains, but also among our customers, governments and regulators. There is a collective ask to fashion retailers to work to a higher standard in the area of sustainability and ethics, and to be accountable for how they run their business. These requirements, whether they be legislative or not, bring about change and enable customers to make better choices when shopping and we welcome them.

There is a challenging road ahead as we work to realise our commitments and innovate our business in an ever-changing environment, but we believe in what we do and we believe that Primark can bring about real change.



Lynne Walker,
Director of Primark Cares

Click [here](#) to read our Sustainability and Ethics progress report and learn more about the progress we are making against our Primark Cares commitments.

KEY RESEARCH FINDINGS

THE INCREASINGLY CONSCIOUS SHOPPER



57%

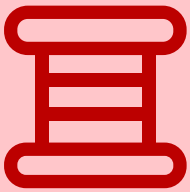
of adults try not to buy products they don't need in order to help the environment.



66%

of adults actively avoid plastic packaging where possible.

MORE SUSTAINABLE FASHION



44%

of adults try to buy clothes made from more sustainable materials whenever possible.



27%

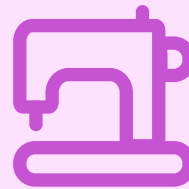
of adults have bought pre-loved clothing.

LOVING CLOTHES FOR LONGER



48%

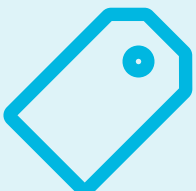
of the public are washing clothes at lower temperatures to keep them looking good for longer.



28%

of adults have upcycled or repaired an item of clothing.

IMPORTANCE OF PRICE



70%

of the public singled out price as the top influence for encouraging them to buy more sustainable products.



46%

of people are willing to pay extra for more sustainably sourced goods, but only up to 10% more for the vast majority*

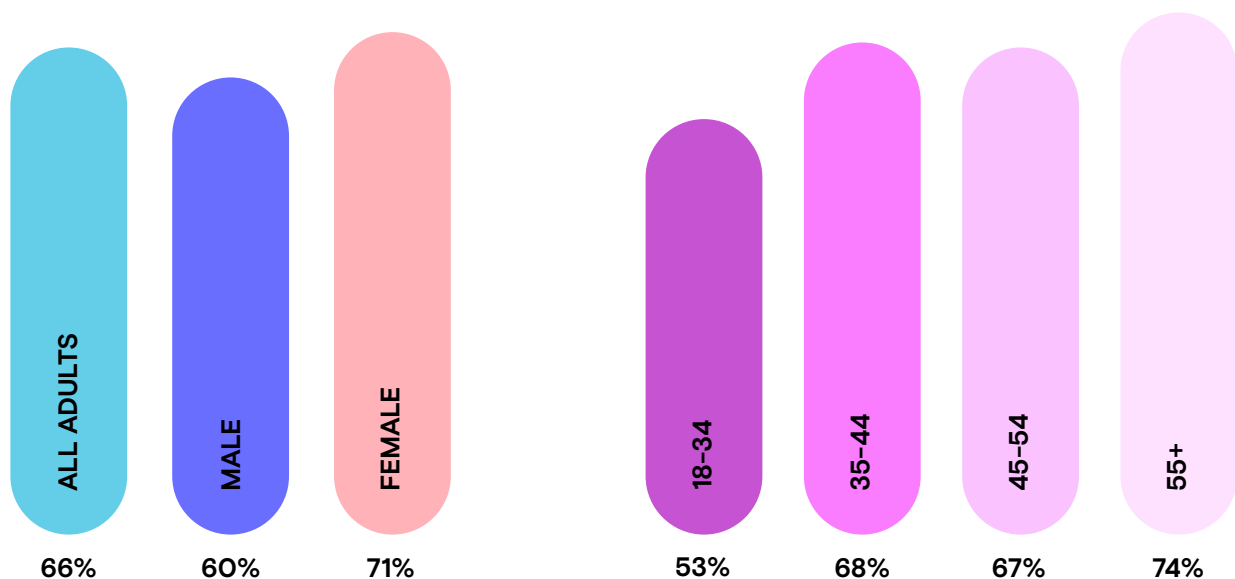
A PUBLIC INCREASINGLY MORE CONSCIOUS OF THE ENVIRONMENT

Ireland first showed real commitment to protecting the environment from as early as 2002 when we were the first EU country to introduce a plastic bag levy. Sometime later, Ireland introduced its ambitious Climate Bill in 2021, which was designed to set our country on the path to meet its international and EU climate commitments by achieving net-zero emissions by 2050.

People and communities too have been playing their part, evident in initiatives like 'Tidy Towns' which demonstrates the long-standing efforts of Irish people in caring for their environment. In more recent years it's fair to assume that adverse weather conditions such as consistent heavy rain and flooding have caused the Irish public to take notice of climate change. Our research shows Irish people are now eager to step up and play their part in helping to make changes that will help to reduce their individual carbon footprint.

WHO SHOWS GREATEST CARE TOWARDS OUR PLANET?

Women and older age cohorts are likely to be more environmentally aware than their male/younger counterparts.



I avoid plastic packaging wherever possible






A PUBLIC CONSCIOUS OF THE ENVIRONMENT

Different demographics tend to exhibit different behaviours. For example, our research found that when it comes to plastic packaging women are more considerate of the environment, with 71% of females flagging that they actively try to avoid it, compared to 60% of men. A more interesting finding, however, is that older people stood out across all demographics as the most likely group to avoid plastic packaging. They also stood out as more likely to try to buy clothes and products made from more sustainable materials, compared to a younger age cohort.

In addition, our research tells us that Irish consumers are increasingly mindful of overconsumption, with approximately three in five (57%) adults stating that they try not to buy products they don't need in order to help the environment. Similarly, two thirds (66%) of adults are actively avoiding plastic packaging where possible.

MORE SUSTAINABLE FASHION

The Irish public is very much in tune with the more sustainable fashion movement as highlighted in the findings, with over 8 in 10 adults (84%) having made different choices when it comes to their clothes in the three months prior to this research being conducted*:

-  **Almost half (48%) had washed clothes at a lower temperature;**
-  **More than four in ten reduced their use of single use plastics;**
-  **Over a quarter (27%) bought a pre-loved/ second-hand item;**
-  **Around one in five (21%) used a clothing donation scheme in a retail store i.e. donated clothing as part of a takeback scheme;**
-  **Almost three in ten (28%) repaired or upcycled an item of clothing themselves.**

The findings also highlighted how people are actively thinking about their clothing, what they can do to make the items they love last longer. For example, the research found that over four in ten (44%) adults try to buy clothes or other products made from more sustainably sourced materials wherever possible.



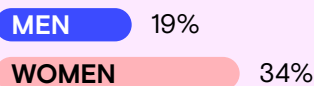
THE GENDER GAP

Making more environmentally conscious choices when buying clothes and how they care for their clothing is driven more by women than men and this is evident not just in their purchases but their overall behaviours. When looking at the same set of data as above, it's clear that men and women answered differently:

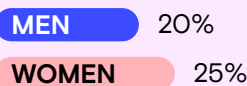
Washed clothes at a lower temperature to keep them looking good for longer



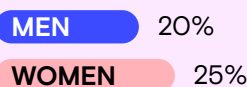
Purchased a pre-loved / second-hand item



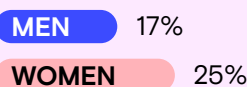
Upcycled or repaired an item



Bought an item made from recycled or more sustainably sourced materials



Used a clothing donation scheme in a retail store



* (based on behaviours reflected on by respondents in the three months prior to the survey being conducted)

INSIDE PENNEYS

Although we're implementing various sustainability initiatives and practices throughout our business operations – customers in our stores may have noticed some of the following initiatives in particular:

PLASTIC AND NON-CLOTHING WASTE

Single Use Plastics (SUP)

Product packaging is one of our main sources of non-clothing waste. We estimate we have removed and/or avoided over 1 billion units of SUP from our business since 2019, and it's our goal to eliminate single-use plastics and all our non-clothing waste by 2027.

- **Clothes hangers** – currently account for almost two thirds of SUP across our business; we are moving to recycled materials for all clothes hangers;
- **Packaging film** used to protect our garments during transit in the UK is our second largest SUP contributor – we're collecting this packaging film and sending it to our partners who will recycle it into new film;
- **Plastic hooks** on items like underwear, socks and tights are in the process of being changed to cardboard
- **Reusable bags** came into Irish stores in 2017 – sales are up 20% versus last year and sales of our tote bags jumped by 71% versus last year, showing this is fast becoming a favourite with our customers.

Viral reusable cups and large water bottles

This isn't just a craze reserved for social media. Our water bottles sales in ROI have grown by 46% over the last year.

- In Primark's Dublin headquarters – **single use coffee cups** have been removed, saving an estimated 98,000 paper cups from going to waste since January 2024.

Reusable Cleansing Pads

Last year, we swapped out the **single use cotton pads** in our stores for reusable cleansing pads, in an effort to reduce waste across our business. Customers can't get enough – on average, we sell 2 packs of these every minute in our Irish stores!

CLOTHING WASTE

Textile Takeback

Customers can donate any brand of pre-loved clothes, textiles, footwear and bags at dedicated collection boxes in all our Irish stores.

- Our goal is that **all clothing collected is either re-used, recycled or repurposed**. When clothing can't be re-used or recycled, it is repurposed into new products such as insulation, toy stuffing and mattress fillers. We work with a recycling partner who has a no landfill policy.
- Collection boxes are currently in **65% of all stores globally** and we plan to roll it out across even more stores this year.



LOVE YOUR CLOTHES FOR LONGER

Repair programme

Our repair workshops teach people the skills they need to love their clothes for longer.

- Our **free workshops** cover basic sewing and mending skills like adding buttons and pockets as well as upcycling pre-loved clothing.
- To date, we've run over 100 workshops in stores across Ireland, the UK and Europe, and offered **1,600 free places to customers** and colleagues.
- We also have an **online repair portal** for customers who can't make our in-person workshops

Circularity

We are focused on scaling circular design; increasing the amount of circular by design clothing across our product offering – meaning clothes are designed to be reworn, repaired and recycled at their end of life – is central to our approach.

- As there's no industry standard for circular design, we've developed our own set of design principles that will live and grow within our business to help guide the business and our suppliers on how we design now and in the future.
- Last year we launched a **35-piece circular collection** made up of wardrobe staples like denim and jersey. Through this collection, over three million units of circular by design clothing were sold.
- Since then, we have made significant progress in scaling circular design in the Denim and Jersey product categories with several flagship styles now meeting the requirements set out in the **Primark Circular Product Standard (CPS)**. We're continuously working to expand our circular clothing collection in stores.



A PUBLIC TRYING TO MAKE SENSE OF SUSTAINABILITY

As this latest Penneys Pulse of the Nation Index illustrates, Irish consumers want to shop more sustainably whenever possible, with over four in ten (44%) adults stating that they try to buy clothes or other products made from more sustainable materials when they can. The challenge that they can face, however, is understanding how to make better choices when shopping?

With the array of materials available and innovation happening in the industry, some members of the public can find it confusing.

- 🏷️ The research found that almost three in five (59%) adults are confident in their ability to understand labelling descriptions for more sustainable or ethically produced goods.
- 🧑🏻 The figure drops to 2 in 5 (40%) when it comes to people's confidence in their ability to understand a company's sustainability credentials.
- 🛒 Despite the influence they have on shoppers' purchasing behaviour, just over a quarter (27%) of the public claim to be self-learning with regards to companies' sustainability credentials.
- 🔍 Almost four in ten (39%) admit that they are not doing any additional research.
- 📖 In fact, one third of adults said that they are not confident in their ability to know where to look for a company's sustainability credentials or understand what these credentials mean.



INSIDE PENNEYS

We know that getting to grips with sustainability is tough for Irish consumers and how we educate our customers to deepen their understanding is a huge focus for us in Primark.

We're committed to continually improving how and what we communicate about our products to our customers.

♥ **We introduced the Primark Cares** label in 2018 to give customers the confidence that the clothes and products within the label meet our strict approved fibre composition requirements and protocols, including minimum content levels of more sustainable or recycled materials. Currently, 55% of the clothing we sell contains recycled or more sustainably sourced materials and we have committed to achieving 100% by 2030.

- Many of our cotton products are made using cotton sourced through our **Primark Sustainable Cotton Programme (PSCP)**. PSCP cotton is in every department in our stores today - underwear, nightwear, denim, jersey and towels.
- The programme began with the ambition to reduce our environmental impact as a business but also improve the livelihoods of farmers growing cotton.
- Today our PSCP is the **largest of its kind** of any single fashion retailer with over 299,000 farmers having received training in the programme by the end of 2023. The programme is helping to support our commitment that 100% of the cotton in our clothes will be organic, recycled or sourced from our PSCP by 2027.

🖱 **Our Fibres Glossary** is available on our website and aims to educate customers about the fibres used to make our Primark Cares clothing and to **demystify the different sustainability terms we use at Primark**. Check it out [here](#).

📱 **We also use QR codes** in store to help guide and educate customers further. Our **corporate website** allows customers to read about all the work we do in Primark Cares.



A PUBLIC THAT IS MINDFUL OF ITS WALLET

The latest Penneys Pulse of the Nation Index highlights that while Irish people want to shop more sustainably where possible, price is a key factor when making a purchase and most people are only willing to pay a small premium for more sustainable goods.

THE POWER OF PRICE

When making a purchase, price, quality and comfort are the most important factors with latest trends of much greater importance to younger cohorts (21% for 18-24s)

PRICE

72%

QUALITY

61%

COMFORT

59%

DURABILITY/HARD WEARING

42%

CLASSIC/TIMELESS STYLES

21%

BRAND

15%

USE OF RECYCLED/SUSTAINABLE MATERIALS

15%

LATEST TRENDS/FASHIONS

8%

Price, closely followed by quality and comfort are the key considerations for Irish shoppers when buying clothes. Sustainability is a factor but to a lesser degree, as mentioned by only 15% of our 1,200 respondents. When comparing the impact of price versus sustainability, price is unquestionably the most important factor at 72% – a level five times higher than the product being made of more sustainable or recycled materials (15%).

DOES PRICE EQUAL QUALITY?

There are several features that drive impressions of quality, and though led by price, perceived value for money is almost as important.

PRICE

64%

PRODUCT QUALITY/FINISH

61%

VALUE FOR MONEY

61%

PRODUCT FIT/SIZING

53%

STAFF FRIENDLY, HELPFUL, KNOWLEDGEABLE

27%

STORE ENVIRONMENT

17%

EVIDENCE OF BRAND'S SUSTAINABILITY CREDENTIALS

15%

EVIDENCE OF A BRAND'S ETHICAL CREDENTIALS

13%

LATEST TRENDS/FASHIONS

8%

We considered what shapes consumers' perception of the quality of a product and once again price came out on top at 64%, more than four times higher than evidence of brand's sustainability credentials (15%) or a brand's ethical credentials (13%). The finish of a product and value for money, both 61%, also influence our thinking on quality.

PUTTING A PRICE ON SUSTAINABILITY

Affordability is the single greatest factor that would encourage increased sustainable purchasing while those willing to pay a premium for sustainable goods, place greater weight on other considerations.

NOVEMBER 2023 (1200)

AFFORDABILITY



HOW WELL STAFF ARE TREATED



PROOF OF ENVIRONMENTAL CLAIMS/CREDENTIALS



HOW WELL STAFF ARE PAID



SUPPORTING WORKERS IN THEIR SUPPLY CHAIN



ANIMAL WELFARE



PUBLIC STANCE ON SOCIETAL ISSUES



LEVEL OF CORPORATION TAX PAID BY THE COMPANY IN IRELAND



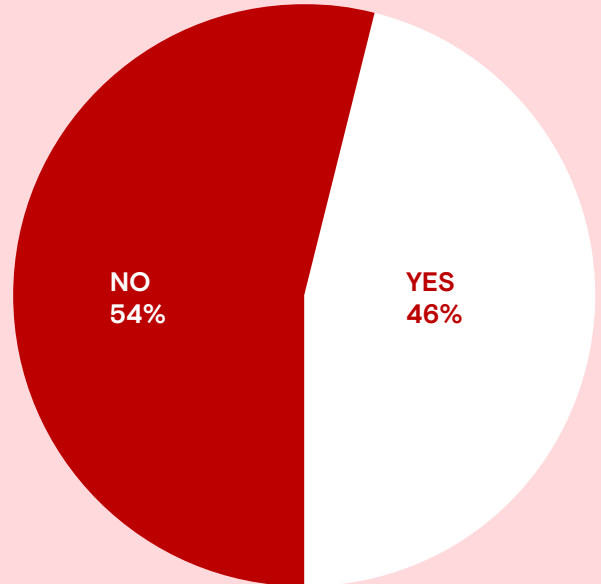
OTHER



DON'T KNOW



CUSTOMERS WILLING TO PAY A PREMIUM (1200)




When looking at the drivers of more sustainable purchases affordability was singled out by 70% of the general public as the key factor for whether they would start to buy or buy more sustainably or ethically produced products. Over half (54%) of survey respondents said that they would not be prepared to pay a premium for sustainable goods and the majority (48%) of those that would, said that they would only pay a premium of up to 10% for these products.

This dynamic plays a crucial role in consumers buying more sustainable products as some feel that they are effectively priced out of them and instead opt to buy less sustainable alternatives due to their affordability.

INSIDE PENNEYS

At Penneys we don't believe price should be a barrier to our customers making better choices when shopping in our stores. Affordability is at the heart of everything we do and we are committed to making more sustainable clothing affordable. Equally we want to shift the consumer mindset that quality is determined by price.

-  **The Penneys business model** - we operate a business model that is lean, simple, and efficient.
- We sell **directly to customers** who shop in our bricks and mortar stores, removing the added costs and complexities involved in offering home deliveries.
 - We use **minimal labels** and packaging on our products – no expensive hangers, tags, or labels.
 - We place large orders with our suppliers, and tend to **buy earlier than other retailers**, which gives us more favourable manufacturing costs.
 - About 50% of our product mix is **everyday essentials** like t-shirts, pyjamas, socks, underwear, denim etc., so we can order large volumes which creates efficiencies when merchandising our global range.
 - We also ship most of our products by **sea freight and not air**, which is much more cost effective with far less carbon emissions.

 **Durability** - Designing and making clothes that are durable is central to becoming a more sustainable and circular business. There is currently no recognised standard for durability across the fashion industry so to tackle this we worked with **WRAP** to develop an enhanced wash framework to test the performance and durability of our products. Initial results showed that 57% of denim tested passed at 30 washes, the highest level under our enhanced wash framework.

We want to reassure customers that what they buy will last, no matter the price tag. Last year we worked with environmental charity Hubbub and the School of Design at the University of Leeds on a study into the **relationship between price and durability**. 65 items ranging in price from £2 to just under £150 were independently tested for durability and the study found that retail price can't be used to indicate which garments are going to last longer than others.

 **Quality and cost per wear** are more important than ever and in April this year we reaffirmed our commitment to **keeping our prices low for families** by lowering our prices on hundreds of kids' essential items across our summer ranges for the second year running.



REFLECTIONS

To mark the fourth edition of the Penneys Pulse of the Nation Index we held a panel discussion in Primark's International Headquarters, Arthur Ryan House, in Dublin in June which was led by Minister of State, with special responsibility for the Circular Economy, Ossian Smyth TD, alongside Lynne Walker, Director of Primark Cares and Gerard O'Neill, Chairman of Amárach Research. We were joined by members of Government, industry and NGOs where we previewed the research findings and encouraged open discussion on the key themes which emerged. Featured below are reflections from some of those attendees.

Ossian Smyth TD, Minister of State with responsibility for the Circular Economy

"I welcome the research findings which will inform ongoing work on the behaviour and attitudes of the Irish public regarding sustainability which has a particular relevance to textiles. I welcome the finding that Irish people are becoming more environmentally conscious but also noted their frustration when trying to make sense of sustainability. In this regard I note the policy and legislative developments at EU level such as the forthcoming Eco-Design for Sustainable Products Regulation, Empowering Consumers for the Green Transition Directive and the Green Claims Directive which are aimed at making information on sustainability clear and accessible to all consumers to enable them to make better choices when shopping. The national implementation of these developments would greatly help the textile and fashion industry mainstream circularity principles and move to a circular business model.

It is interesting to see the finding that Irish people have the desire to shop more sustainably, but that there is the perception that it's a more costly choice – the public are mindful of its wallet yet also cares about sustainability and doing what is right to protect the environment. This is where businesses in the textile industry must be committed to making sustainable clothing affordable and I note that Primark is firmly committed to this goal. It is also important for government and industry to ensure that consumers are aware of and encouraged to shop second-hand where possible, rent and repair their clothes and be aware of how to take care of their clothes so they last longer. I have approved my department to run a public awareness campaign for October 2024 to place a spotlight on overconsumption of textiles which can build on current levels of awareness as highlighted in this report."

Kathryn Tims, Delivery Manager for Textiles at WRAP

"We need to move to a system where items are designed to last longer, are loved and cared for by consumers, recycled back to clothing at the end of their life and where jobs are created and protected in a circular economy is going to require strong leadership to act on science based evidence and work collaboratively in partnerships across the textiles sector and across the globe."

Arnold Dillion, Director, Retail Ireland

“Transparency and a commitment to sustainability are an increasing issue for consumers when it comes to deciding where to shop. The sustainability transformation is an opportunity for retailers to differentiate their assortments, tap into growing green value pools, and develop new circular business models. Working with their supply chain partners, retailers can improve resource efficiency and biodiversity, and at the same time nudge consumers towards more sustainable choices.”

Eve Savage, IKC3 Educational Designer, Munster Technological University

“If consumers do not understand and trust in the green credentials of a product, brand or service they cannot preferentially select this offering, regardless of how strong or compelling a case is made. Therefore, business, brands and the Government have a key role to play and a responsibility to support one another from a national perspective. The fact is that citizen upskilling empowers climate smart choices and decision making, which on a cumulative basis will shift consumer behaviour and drive the transition and mass adoption of sustainable products, services and living practices. There is no one product, brand, company or government agency that can deliver this shift alone, it requires collective action.”

Tomas Sercovich, Chief Executive Officer, Business in the Community

“The Penneys Pulse of the Nation research shows the need for more information and awareness of consumers on what good looks like when it comes to living sustainably. We know consumers want to be more sustainable but are confused about sustainability credentials and where to shop. We should also recognise that affordability and equality of access will be critical to leave no-one behind. We must focus on accountability and transparency to chart our progress, benchmark ourselves against other sectors, companies, countries and adopt a continuous improvement mindset. It is imperative we define what we mean by a more sustainable Ireland and link this to ambition and view this challenge though a global focus.”



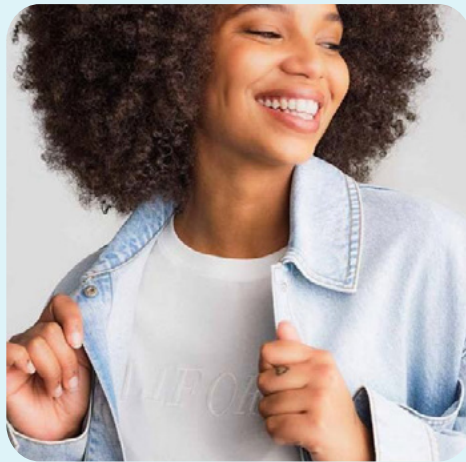
CONCLUSION

The shift towards more sustainable consumer behaviour in Ireland represents a collective commitment to positive change. It marks the culmination of decades of growing environmental awareness and wider interventions, such as the introduction of the plastic bag levy and community-driven bans on single-use plastics.

While there are many positives to be drawn from this, our latest Penneys Pulse of the Nation Index also highlights a unique set of challenges, around consumer understanding of this evolving space, affordability, and availability of more sustainable options. Our research findings reveal two key areas for further consideration – affordability and customer education.

“We need to innovate to drive widespread change and to do this need to continue to invest in partnerships across our industry where together we have one common goal.”

Not one organisation can solve all these challenges, it will require a coalition of stakeholders to deliver on the transformation that is required across industry and society.



At Penneys we're making progress and are committed to making more sustainable fashion affordable and available to our customers. Making and designing clothes that last longer is critical to moving the fashion industry forward. However, it's not just about how we make our clothes, it's about how we inform and educate our customers whether it be via labelling on products, in-store signage and communication or via our digital and social channels – we want our customers to feel empowered to make better choices.

As we look forward, we need standards and regulations to provide a baseline for the industry. We need to innovate to drive widespread change and to do this need to continue to invest in partnerships across our industry where together we have one common goal. By sharing ideas and learnings we can create new solutions with far-reaching impact.

It's crucial for policymakers, businesses, and communities to cultivate an environment where sustainable choices are the easiest choices. By addressing the challenges outlined in the research, Ireland can continue to lead by example, ultimately laying the foundations for a more sustainable society for future generations to inherit.

ABOUT THE RESEARCH

The research was undertaken by Amárach, on behalf of Penneys, and consisted of online questionnaires with a sample of 1,200 adults aged 18+ years. Interviewing was completed online between 16th to 26th November 2023. A combination of quota controls and weighting was used to ensure the final sample is representative of the national population in terms of gender, age, region, and social class.