



An introduction to

Meconomy



An extract from our **People's Eco '26** report on how to meet popular needs for economic and emotional “me benefits”.

Meconomy is one of EcoVox's Trio of Truths on how to communicate credibly on sustainability.



MECONOMY



HEALTHY HABITATS



CLOSER COMMS

When we ask people about the most important information they look for when choosing one product over another, eco by itself (recyclability, environmental impact) is a nice to have not a need to have, trailing behind concerns about ingredients, longevity, price savings and health benefits.

The Meconomy is about recognising that prioritization of personal over planetary benefits and responding to that hierarchy of needs.

Meconomy's approach to sustainability is also grounded in the fact that people experience climate change as an economic threat – something that is disrupting their own personal supply chains and activating them to be more resource-conscious in the process.

EcoVox's research confirms how climate impacts on people's ability to afford food and energy

50%

Of Spanish people say that certain foods have become too expensive for them to buy as much as before over the past 12 months

Meanwhile, 19% of Americans tell us that that they have not been able to pay their energy bill on time in the past year.

Weather is harming people's productivity and property

The economic problem extends beyond shortages to become a threat to people's assets and their ability to make a living, furthering their propensity to consider environmental issues in financial terms.

For instance, 22% of Germans have experienced it "being too warm to work properly/effectively" in the past year. Meanwhile, 23% of Italians have suffered weather (e.g. winds/hail/rain) that damaged their property or vehicle, as part of a global climate-related damage bill that totalled \$1.4 trillion in 2024 – a figure that is roughly doubling with each decade.

As a result, people are more likely to practice resource conscious behaviours over those that are merely environmentally altruistic

We find personal resource-conservation to be mainstream:

73% of French consumers have reduced the energy they use in cooking in past 12 months, compared with just 12% who've bought products certified to be less impactful on the environment (e.g. FSC, Rainforest Alliance).

Economic considerations are also driving our low impact behaviours and purchases.

Half of the 66% who tell EcoVox they've walked or cycled instead of driving and three quarters of the 44% who've bought a product from a re-commerce site in the past 12 months say they have done so "to save money".

Sustainability must make "good business sense" for both companies and households

At a corporate level, some 88% of CEOs told the United Nations Global Compact–Accenture 2025 Study that they believed the business case for sustainability was stronger than five years ago.

Some 99% planned to maintain or increase their sustainability commitments, whilst prioritising initiatives that deliver measurable business value.

Consumer households are no different and sustainable products will only succeed if they win the battle to be seen as savvy investments.

Some 53% of those people who aspire to own an EV say they want one in order "to save money".

On the flipside, 52% of those who don't want one say it's *because* "it costs too much".

The upshot is that people expect companies to be resource responsible and offer low impact products with zero compromise, performative or economic "me benefits"



In this regard, waterless products in beverages and beauty offer an object lesson in "Meconomics" and how brands should be positioning them.

In the UK, MYOM (Make Your Own Milk)'s liquid oat milk concentrate highlights how its ready-to-drink rivals are actually selling you "90% water".

In Finland, beauty company Lunokos's Powder Toner trades on a promise of "more active ingredients – no water as a filler".

These waterless examples embody how Meconomy marketing must lead on greater customer value ahead of lower environmental impact credentials, pushing a message of abundance ahead of one focused on reduction or compromise.

Meconomy marketing must also accentuate sustainability's superiority across taste, quality, nutrition or performance.

EcoVox visited Mushrooms in Hamburg for a ProVox interview about their positioning approach to their fungi-based meat alternatives. In imagery and language they are marketed foremost for their “umaminess” and juiciness, with mushrooms positioned between plants and animals as “a separate category”.



Building on the success of its Passive Cooking campaigns, Barilla's Gran Route Edizione Racing product presents another example. Its promises of pasta that is “al dente in just 6 minutes”, sees energy efficiency credentials equated with the high speed, elite performance of F1.



The final point to make is that the Meconomy approach has to be fun and experiential.

EcoVox's research into what makes us feel happy and free confirms that people want to enjoy the satisfaction of saving money and reducing their impact.

Depop's 'Depopamine' campaign is a great example of meeting these needs.

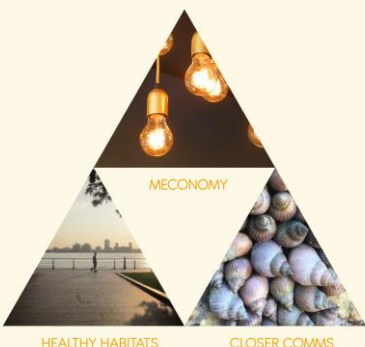
Its celebration of the physical and emotional joy of discovering unique, stylish second-hand fashion items, showing people's pupils going big and their hair standing on end – is a feeling that every marketer is trying to tap into.



31%

Of EcoVox respondents say that “Finding ways to save money or reduce everyday costs” is one of their top 3 ways to feel free or happy.

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People's Eco '26



How your customers experience their environment, what they expect from your business and how to communicate to them.
A playbook for action.

Want to know more?

Meconomy is one of the “Trio of Truths” in our **People's Eco '26** report.

👉 Click here for more information on the report and **contact us** to discuss our presentation and demo opportunities.

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