Awareness and engagement drive sustainable commerce in Kuwait

Consumers in Kuwait have a high awareness of the need for sustainable commerce and are extremely engaged in the drive toward overall sustainability. The government has set the tone with a net-zero target year of 2060.

Top 5 actions by Kuwait consumers in the past 12 months to reduce carbon footprint

Purchased and used LED lights

Vacationed at a closer location to reduce travel footprint

Reduced household water usage

Opted for a bank with strong green credentials

Conducted a meeting via phone or video

Top sustainability-linked options Kuwait consumers would choose from banks and payment service providers

1 Investing rewards in green funds

Sustainability-linked savings accounts / CDs

Eco-friendly credit cards

Donations to environmental causes

Paperless statements

Top 3 consumer predictions in the next 10 years







Awareness is high



say "It's our responsibility to save the planet for future generations"

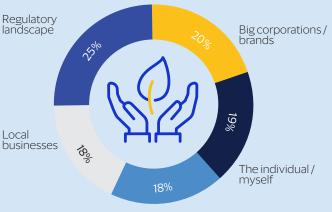


believe they can play a role in addressing climate change



say climate change is the topmost challenge facing humanity

Who do Kuwait consumers perceive as playing the largest role in implementing sustainability?



Charities / NGOs / International Organizations

My child chooses sustainable

According to Kuwait parents, among kids between 8 and 18

26%

Walk or cycle instead of driving

25%

Are involved in awareness activities

22%

Use EVs/ public transport/ car pool

22_%

Conserve water

21%

Do the dishes or laundry with cold water

How do Kuwait consumers gauge the sustainability of a product or brand (top 1/2/3)?

28%

Eco-friendly packaging

27%

Knowing the ingredients

22%

Certifications that assure ethical practice

22%

Amount of packaging

21%

Impact of advertising

Kuwait consumers say the top 5 drivers and influencers of sustainable practices are:



say we need stricter laws and regulations to protect the environment



say incentive programs should be developed to encourage brands to be more sustainable



say brands have a huge commercial opportunity in advocating and promoting sustainability



say people should urge governments to take action for a sustainable future



believe sustainable payment options can have a substantial impact on carbon emissions

