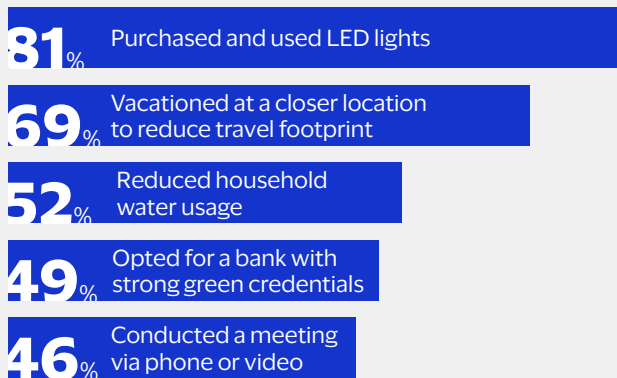


Awareness and engagement drive sustainable commerce in Kuwait

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.

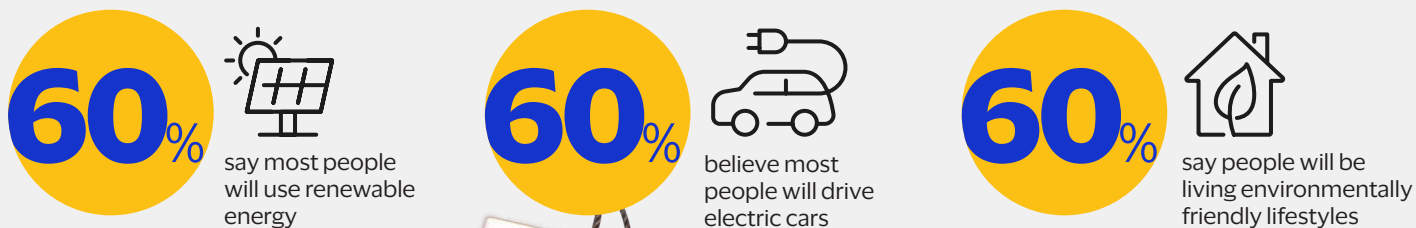
Top 5 actions by Kuwait consumers in the past 12 months to reduce carbon footprint



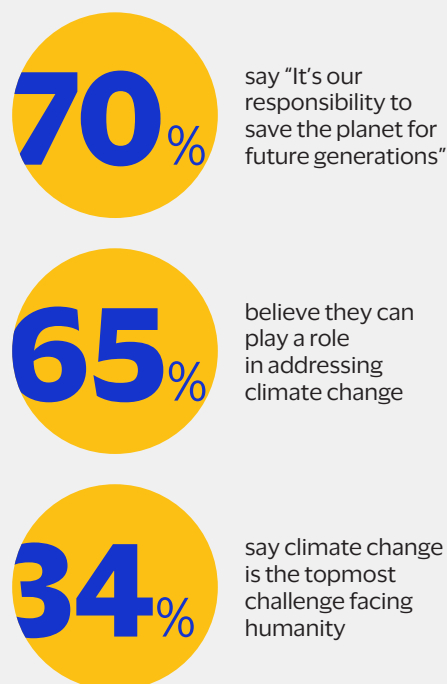
Top sustainability-linked options Kuwait consumers would choose from banks and payment service providers



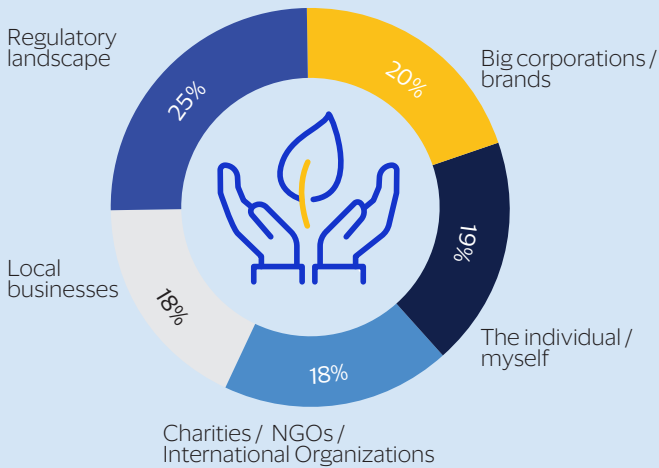
Top 3 consumer predictions in the next 10 years



Awareness is high

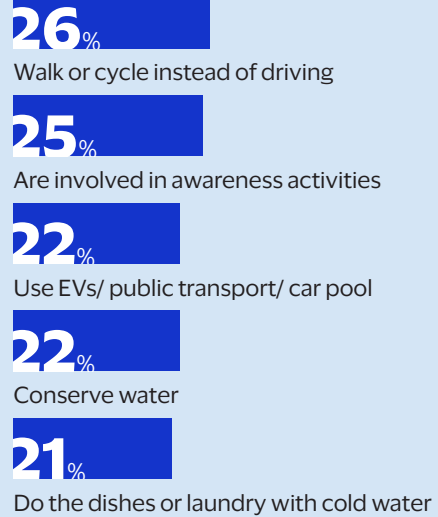


Who do Kuwait consumers perceive as playing the largest role in implementing sustainability?



My child chooses sustainable

According to Kuwait parents, among kids between 8 and 18



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



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

