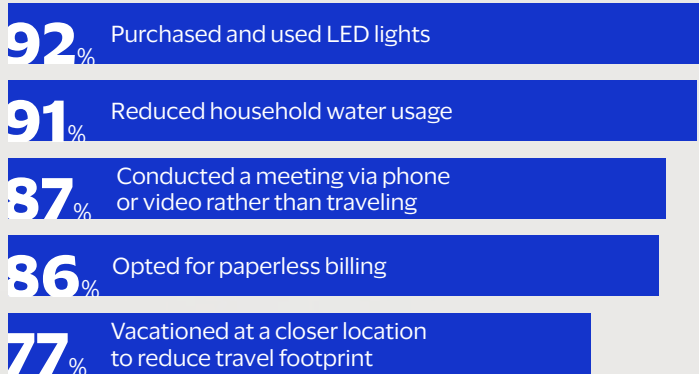


Awareness and engagement drive sustainable commerce in Qatar

Consumers in Qatar have a high awareness of the need for sustainable commerce and are extremely engaged in the drive toward overall sustainability. Qatar has developed a National Climate Change Plan with mitigation and adaptation initiatives aimed at reducing emissions by 25% from all sectors by 2030.

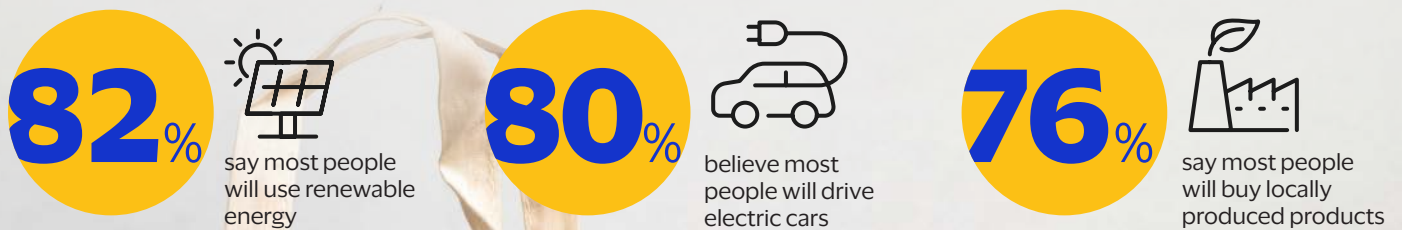
Top 5 actions by Qatar consumers in the past 12 months to reduce carbon footprint



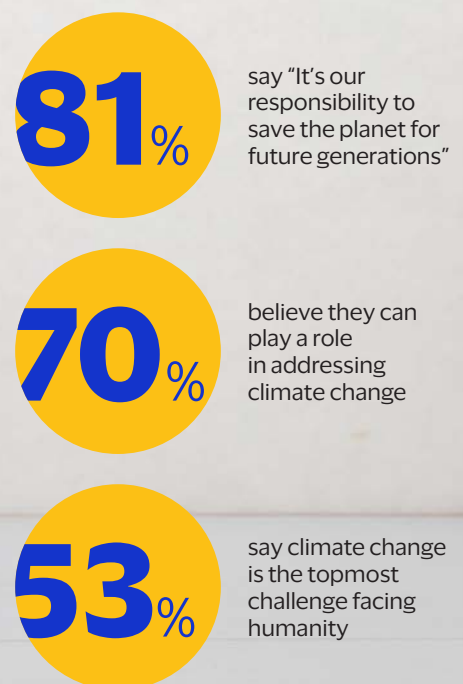
Top sustainability-linked options Qatar consumers would choose from banks and payment service providers



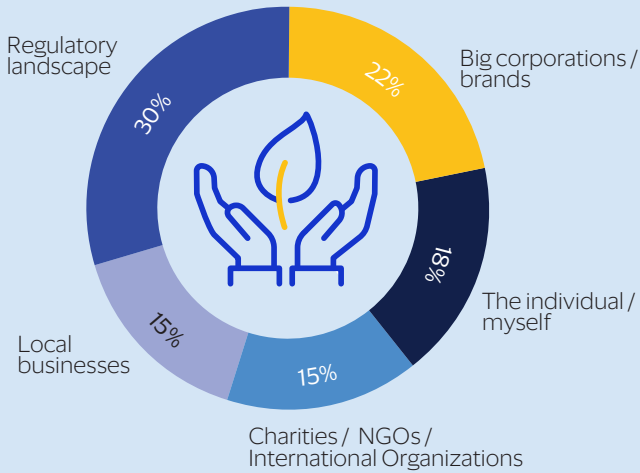
Top 3 consumer predictions in the next 10 years



Awareness is high



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



My child chooses sustainable

According to Qatar parents of kids between 8 and 18



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



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

