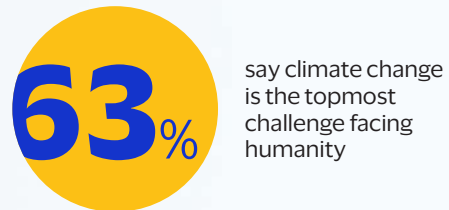
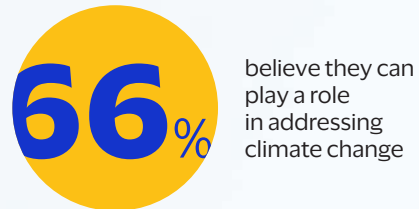
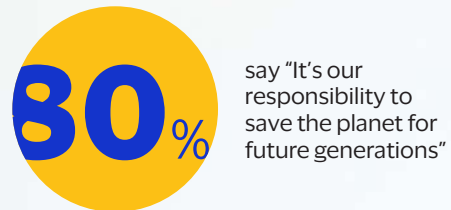


Awareness and engagement drive sustainable commerce in UAE

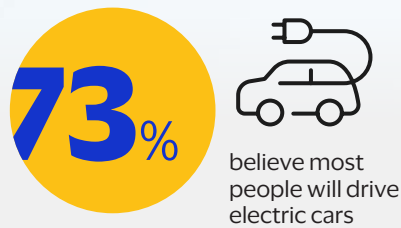
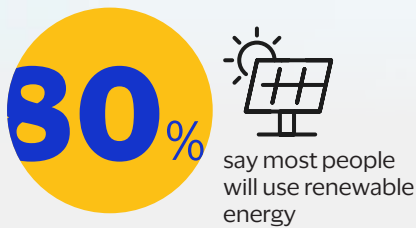
UAE consumers have a high awareness of the need for sustainable commerce and are engaged in the drive toward net-zero goals. The government has set the tone with an ambitious net-zero target year of 2050.



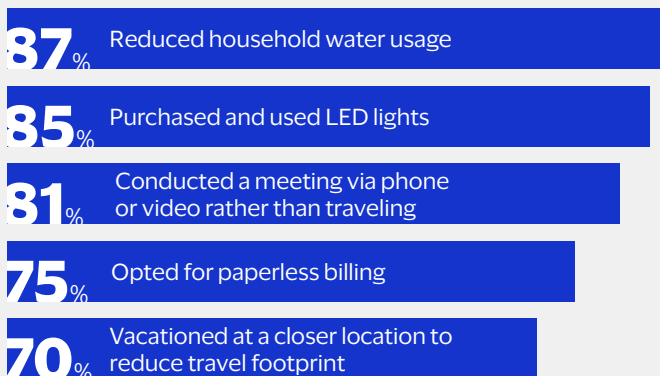
Awareness is high



The future is green: Top 3 consumer predictions in the next 10 years



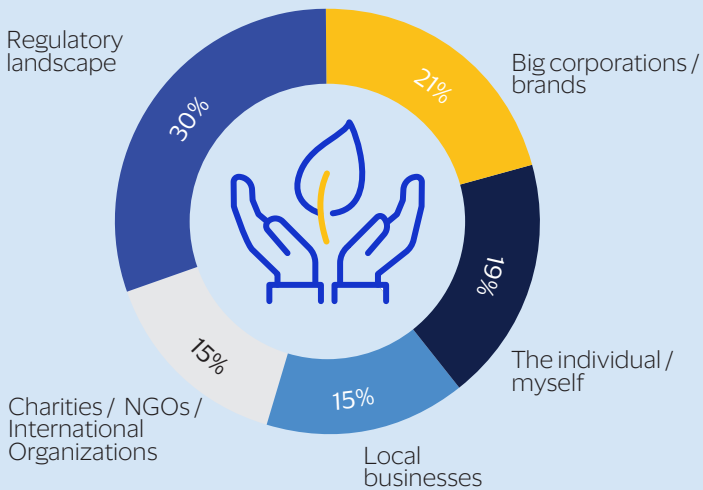
Top 5 actions by UAE consumers in the past 12 months to reduce carbon footprint



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

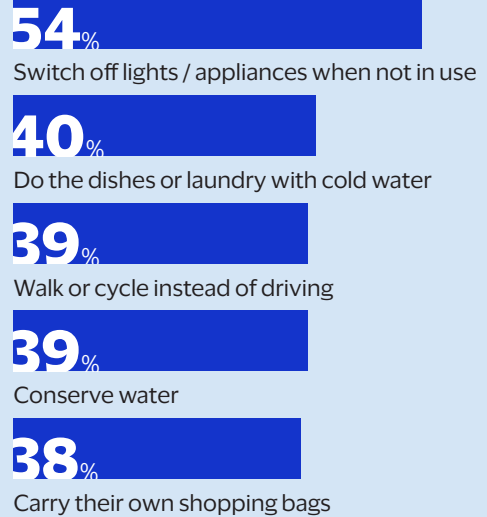


Who do UAE consumers perceive as playing the largest role in implementing sustainability?



My child chooses sustainable

According to UAE parents of kids between 8 and 18



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



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

