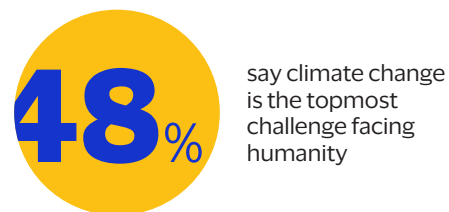
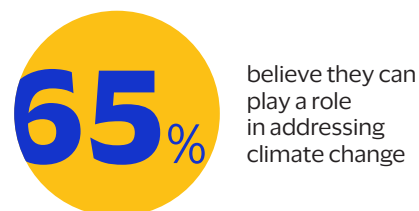
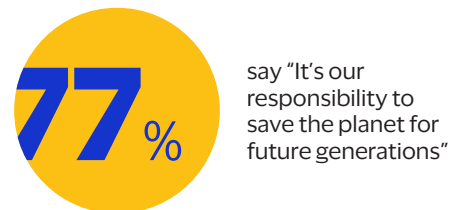


Awareness and engagement drive sustainable commerce in KSA

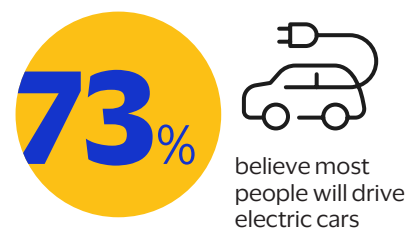
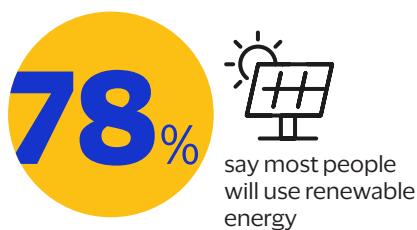


Saudi Arabian consumers have a high awareness of the need for sustainable commerce and are engaged in the drive toward net-zero goals. The government has set the tone with a net-zero target year of 2060.

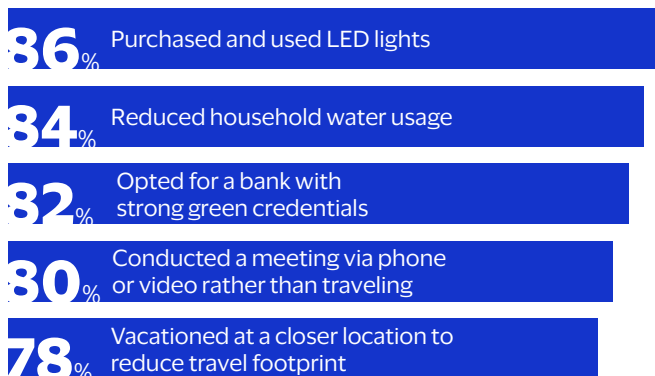
Awareness is high



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



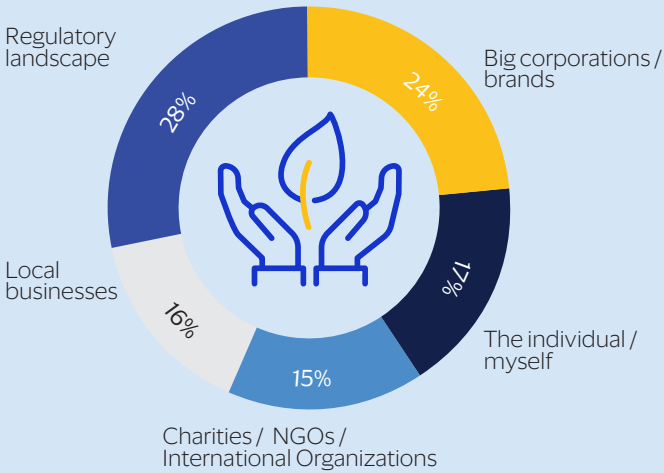
Top 5 actions by KSA consumers in the past 12 months to reduce carbon footprint



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

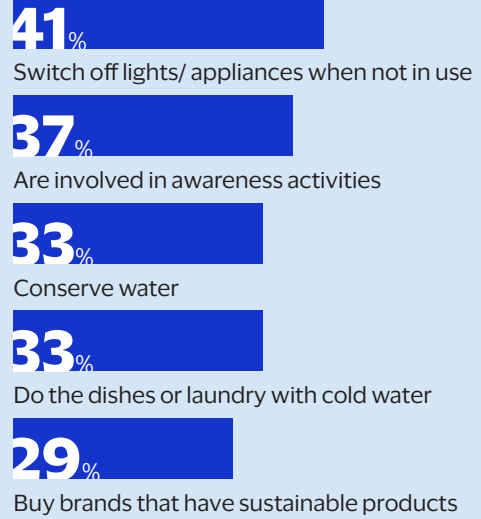


Who do KSA consumers perceive as playing the largest role in implementing sustainability?



My child chooses sustainable

According to KSA parents of kids between 8 and 18



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



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

