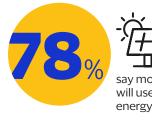
Awareness and engagement drive sustainable commerce in KSA



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



say most people will use renewable





say most people will buy locally produced products





believe most people will drive electric cars

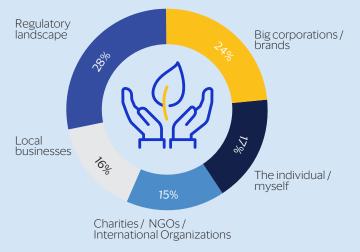
Top 5 actions by KSA consumers in the past 12 months to reduce carbon footprint



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

Switch off lights/ appliances when not in use

B7% Are involved in awareness activities

33%

Conserve water

3%

Do the dishes or laundry with cold water

29%

Buy brands that have sustainable products

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

Eco-friendly packaging

B1_% Knowing the ingredients

25% Certifications that assure ethical practice

23% End-of-life promise

22% Brand values

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



say we need stricter laws and regulations to protect the environment



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



say incentive programs should be developed for brands to become more sustainable



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



say prioritizing environmental and social initiatives plays an essential role in shaping the future

