

# Visa Sustainable Commerce Kuwait Results - 2023

## Rise of Sustainable Financial Choices



**71%**

Consumers to recommend banks with sustainable payment options



**49%**

Consumers choose banks with strong green credentials



**42%**

Consumers prefer using a sustainable rewards card as their main card



**31%**

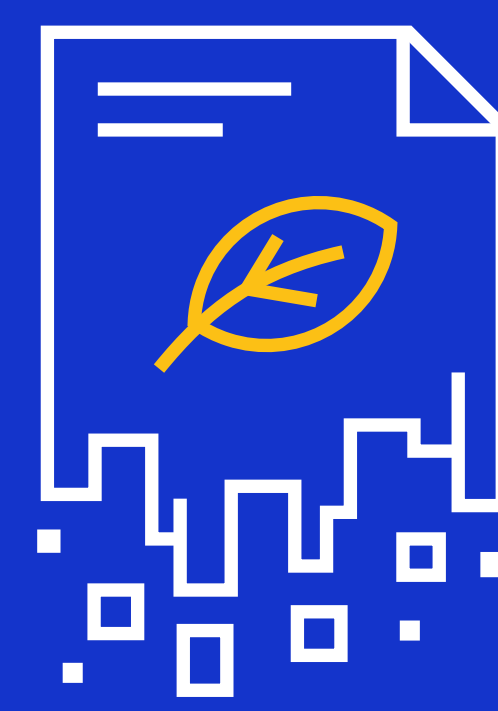
Consumers expect banks to guide sustainable financial choices

## Top Sustainability Factors for Assessing a Bank Provider



**41%**

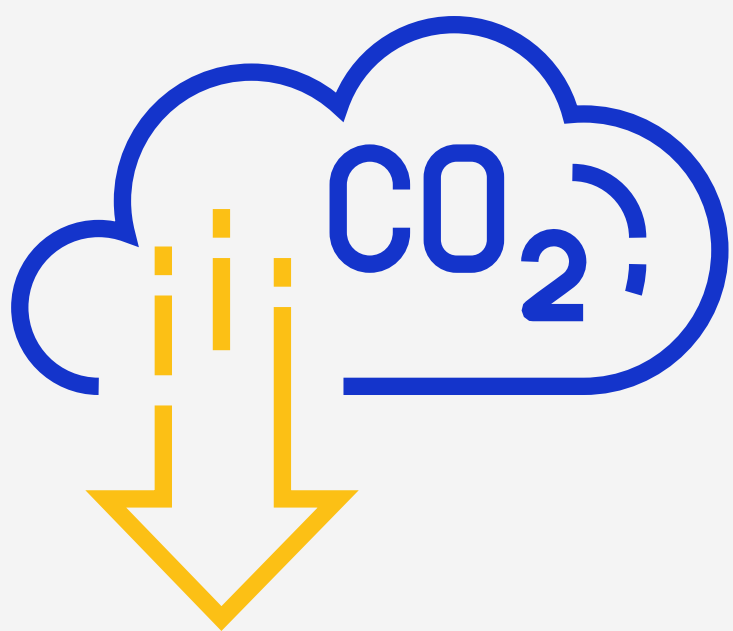
Environmentally conscious operations



**37%**

Focus on initiatives like going paperless

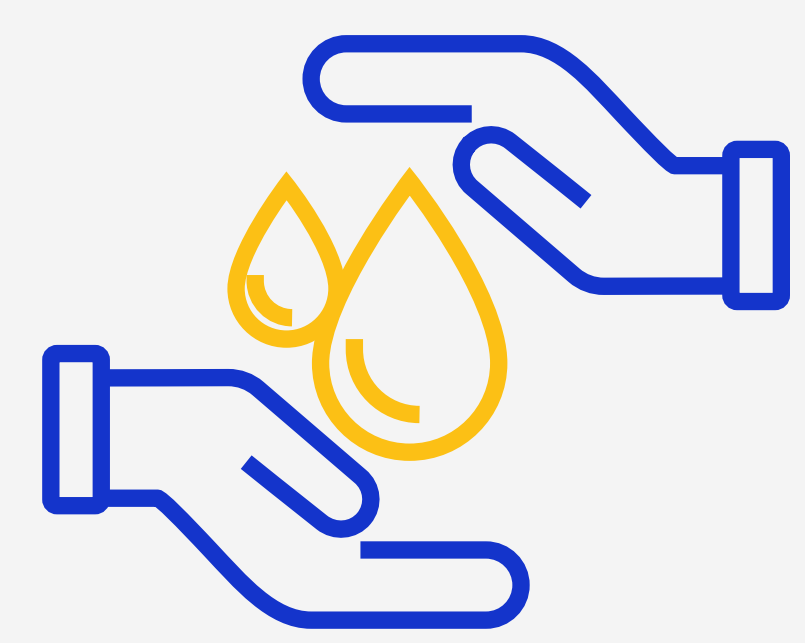
## Consumer Awareness and Actions



Over two-thirds believe individuals can impact decarbonization



Top societal challenges:  
Cost of living (**40%**)  
Climate change (**34%**)  
Plastic pollution (**32%**)



Kuwaiti consumers are focused on reducing paper usage (**84%**) and walking/cycling (**72%**) to reduce carbon emission

## Barriers to Sustainability

**49%**

Lack of awareness

**35%**

Not having enough information about sustainable products and services

## Youth Sustainability Habits

Parents note heightened receptiveness (8-18 years old)



**26%**

Walking/Cycling



**65%**

Social media



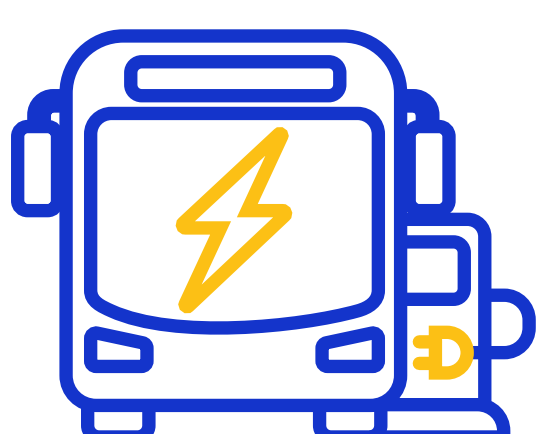
**25%**

Creating Awareness about Climate Change



**34%**

Family encouragement



**22%**

Opting for EVs/ Public Transport



**31%**

Government policies