# Visa Sustainable Commerce Saudi Arabia Results - 2023

## **Rise of Sustainable Financial Choices**



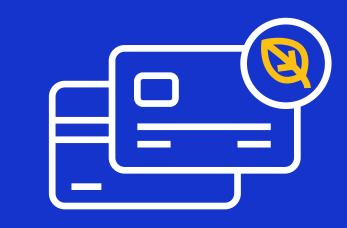
82% Consumers choose



73% Consumers to



**49%** Consumers expect

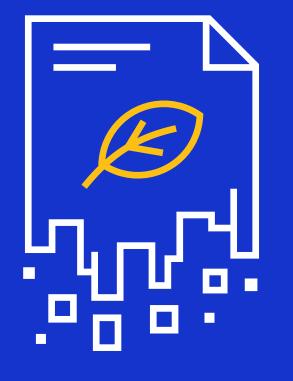


42% Consumers prefer

banks with strong green credentials

recommend banks with sustainable payment options banks to guide sustainable financial choices using a sustainable rewards card as their main card

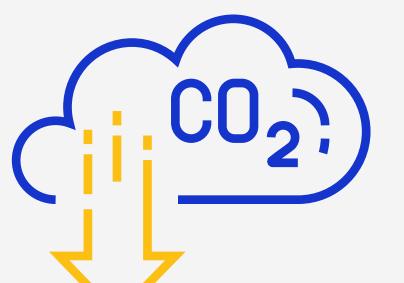
### **Top Sustainability Factors for Assessing a Bank Provider**



**44%** Focus on initiatives like going paperless



#### **Consumer Awareness and Actions**









Over two-thirds believe individuals can impact decarbonization



Top societal challenges: Cost of living **(53%)** Climate change **(48%)** Widespread global poverty **(37%)** 



Saudi consumers are leading in reducing paper usage (86%) and using renewable energy sources like solar energy (73%)

# Barriers to Sustainability Perceived higher cost Lack of awareness

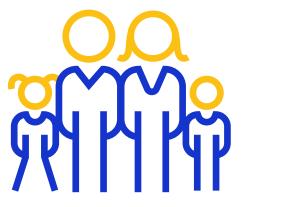
#### Youth Sustainability Habits

Parents note heightened receptiveness (8-18 years old)

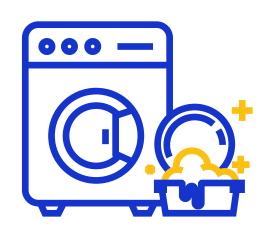


**41%** Energy Conservation





66% Family Encouragement



**33%** Cold Water Usage for Laundry and Dishes



**26%** Opting for EVs/Public Transport



Conducted by 4Sight Analytics in UAE, Saudi Arabia, Kuwait and Qatar, the '2023 Sustainable Commerce' surveyed 407 consumers in KSA and interviewed business owners and key opinion leaders (KOLs) in August-September 2023. The study was designed to gather opinions and engage in meaningful discussions with a diverse range of participants.

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