

Visa Sustainable Commerce Saudi Arabia Results - 2023

Rise of Sustainable Financial Choices



82%

Consumers choose banks with strong green credentials



73%

Consumers to recommend banks with sustainable payment options



49%

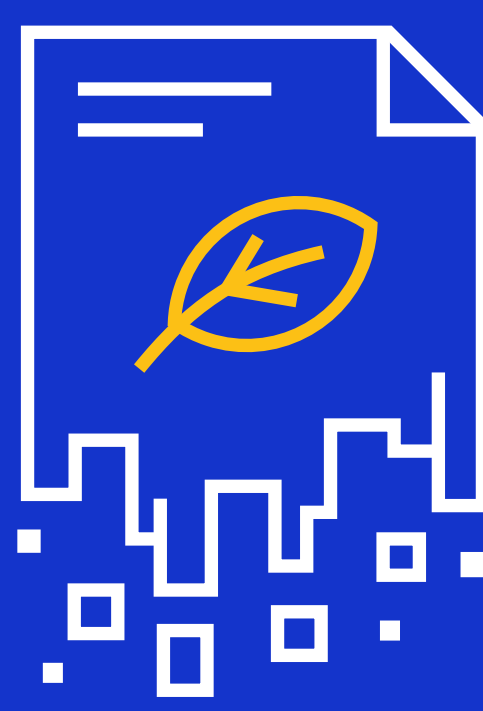
Consumers expect banks to guide sustainable financial choices



42%

Consumers prefer using a sustainable rewards card as their main card

Top Sustainability Factors for Assessing a Bank Provider



44%

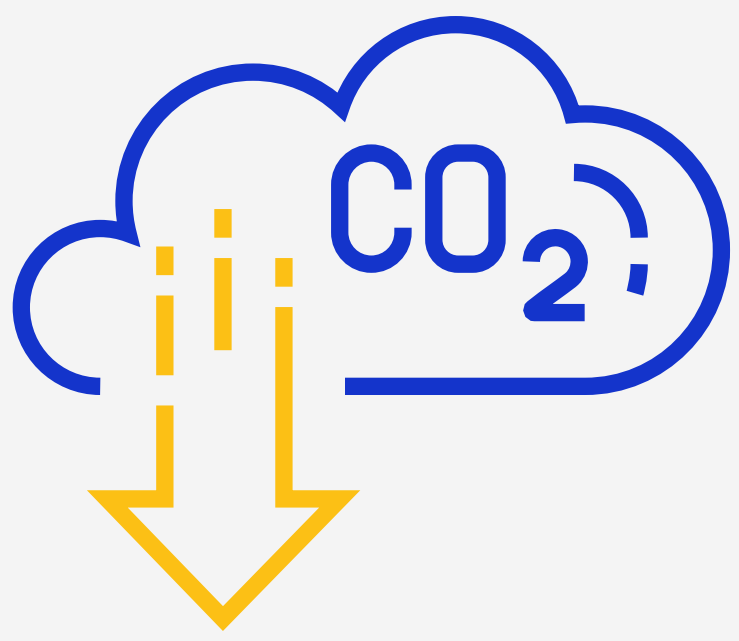
Focus on initiatives like going paperless



44%

Promoting cashless payments

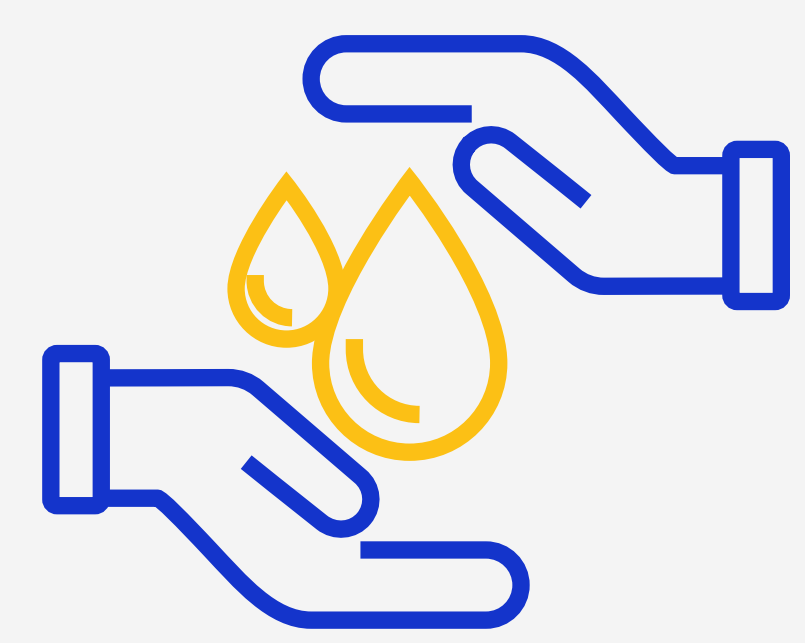
Consumer Awareness and Actions



Over two-thirds believe individuals can impact decarbonization

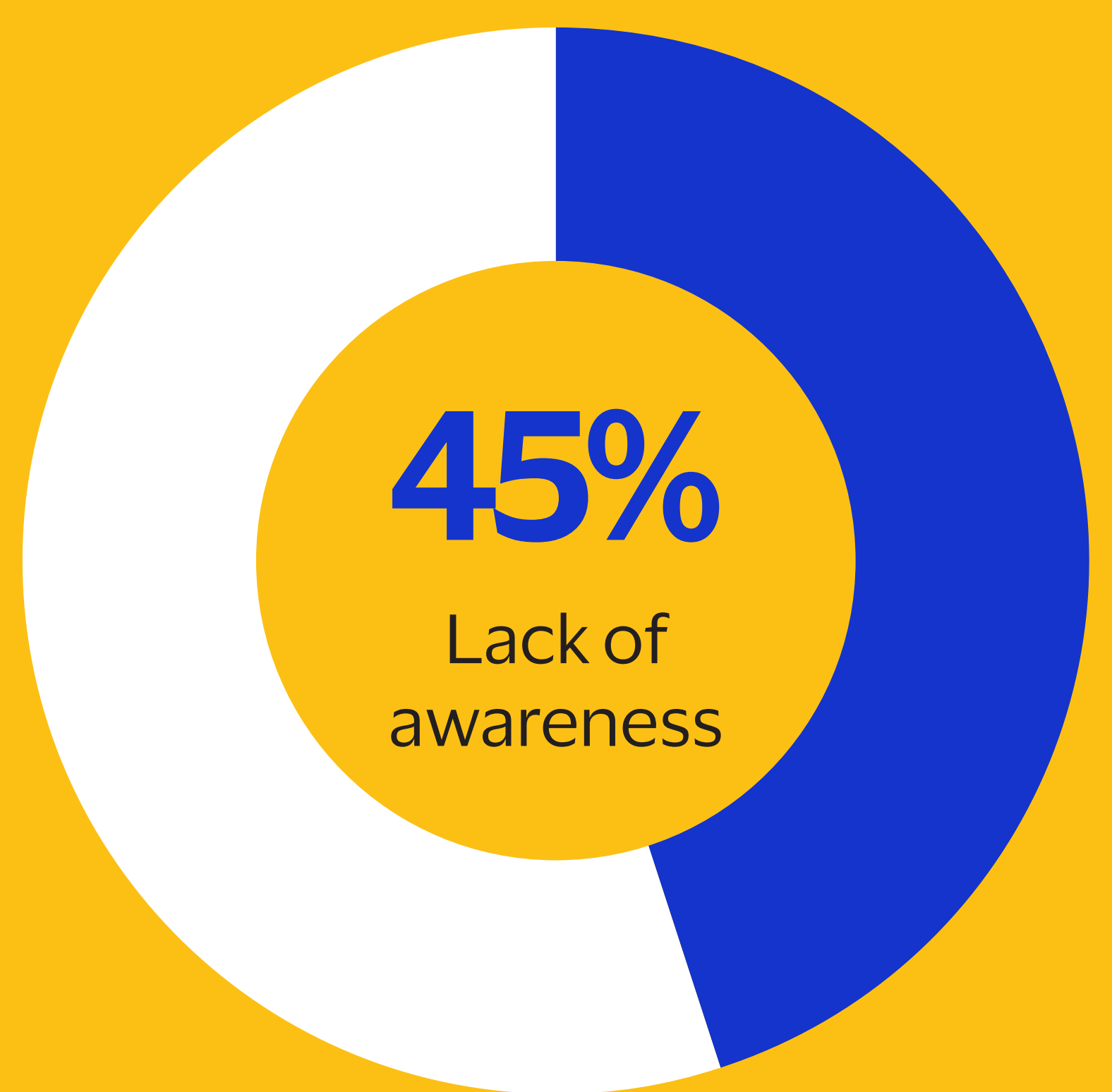
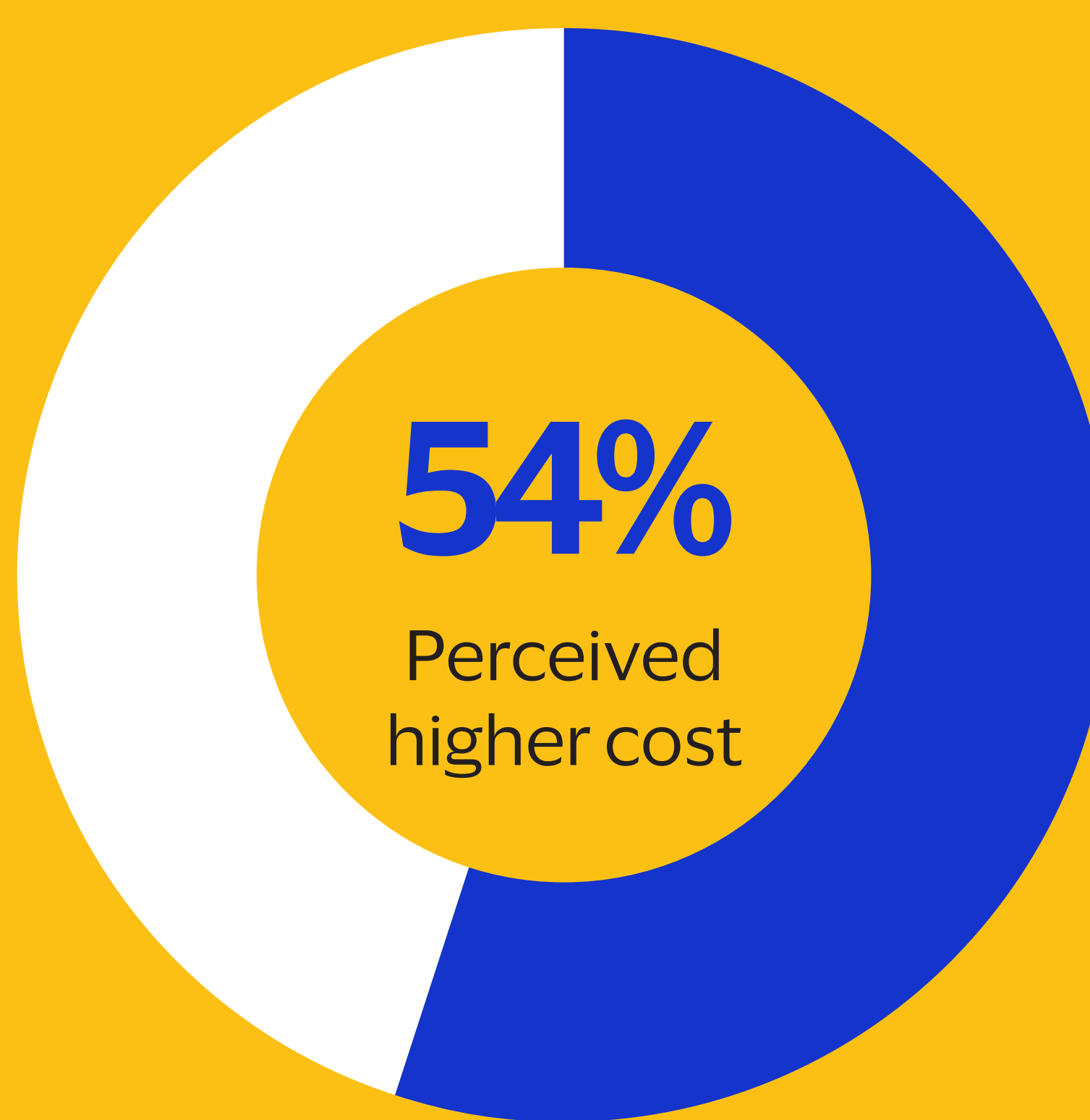


Top societal challenges:
Cost of living (**53%**)
Climate change (**48%**)
Widespread global poverty (**37%**)



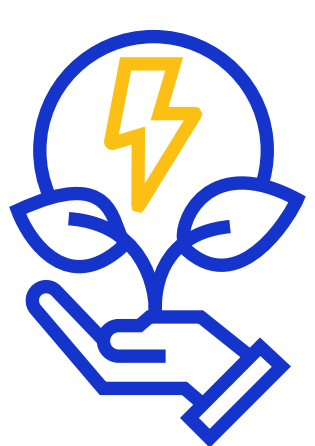
Saudi consumers are leading in reducing paper usage (**86%**) and using renewable energy sources like solar energy (**73%**)

Barriers to Sustainability



Youth Sustainability Habits

Parents note heightened receptiveness (8-18 years old)



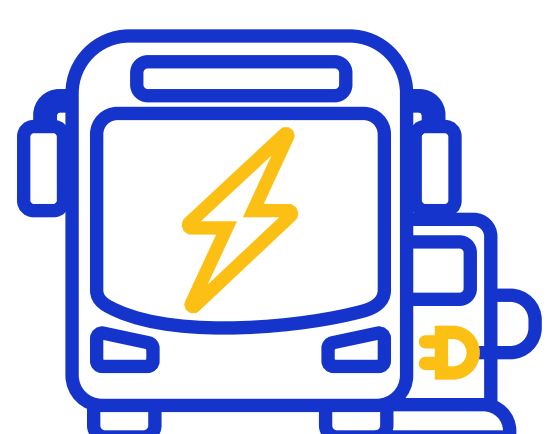
41%

Energy Conservation



33%

Cold Water Usage for Laundry and Dishes



26%

Opting for EVs/Public Transport

Influencers on Youth Habits



66%

Family Encouragement



55%

Social Media



50%

School mandates