



Visa Sustainable Commerce UAE Results - 2023

Rise of Sustainable Financial Choices



69%

Consumers to recommend banks with sustainable payment options



64%

Consumers choose banks with strong green credentials



51%

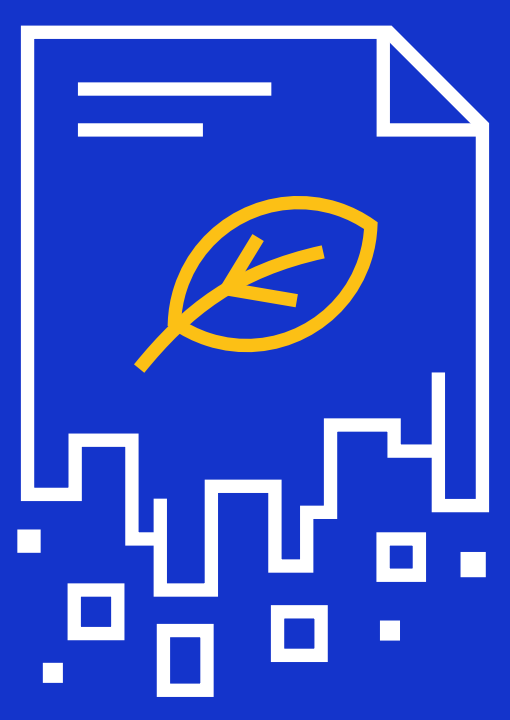
Consumers expect banks to guide sustainable financial choices



43%

Consumers prefer using a sustainable rewards card as their main card

Top Sustainability Factors for Assessing a Bank Provider



52%

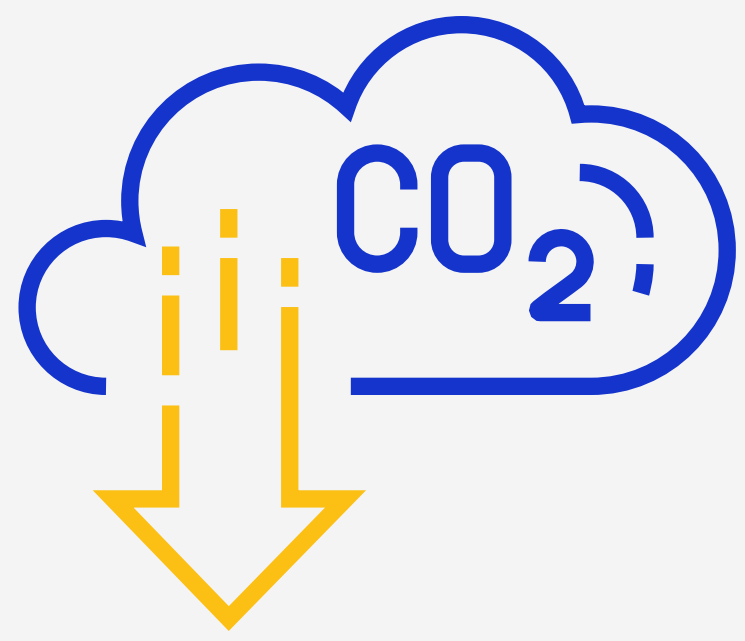
Focus on initiatives like going paperless



51%

Promoting cashless payments

Consumer Awareness and Actions



Over two-thirds believe individuals can impact decarbonization

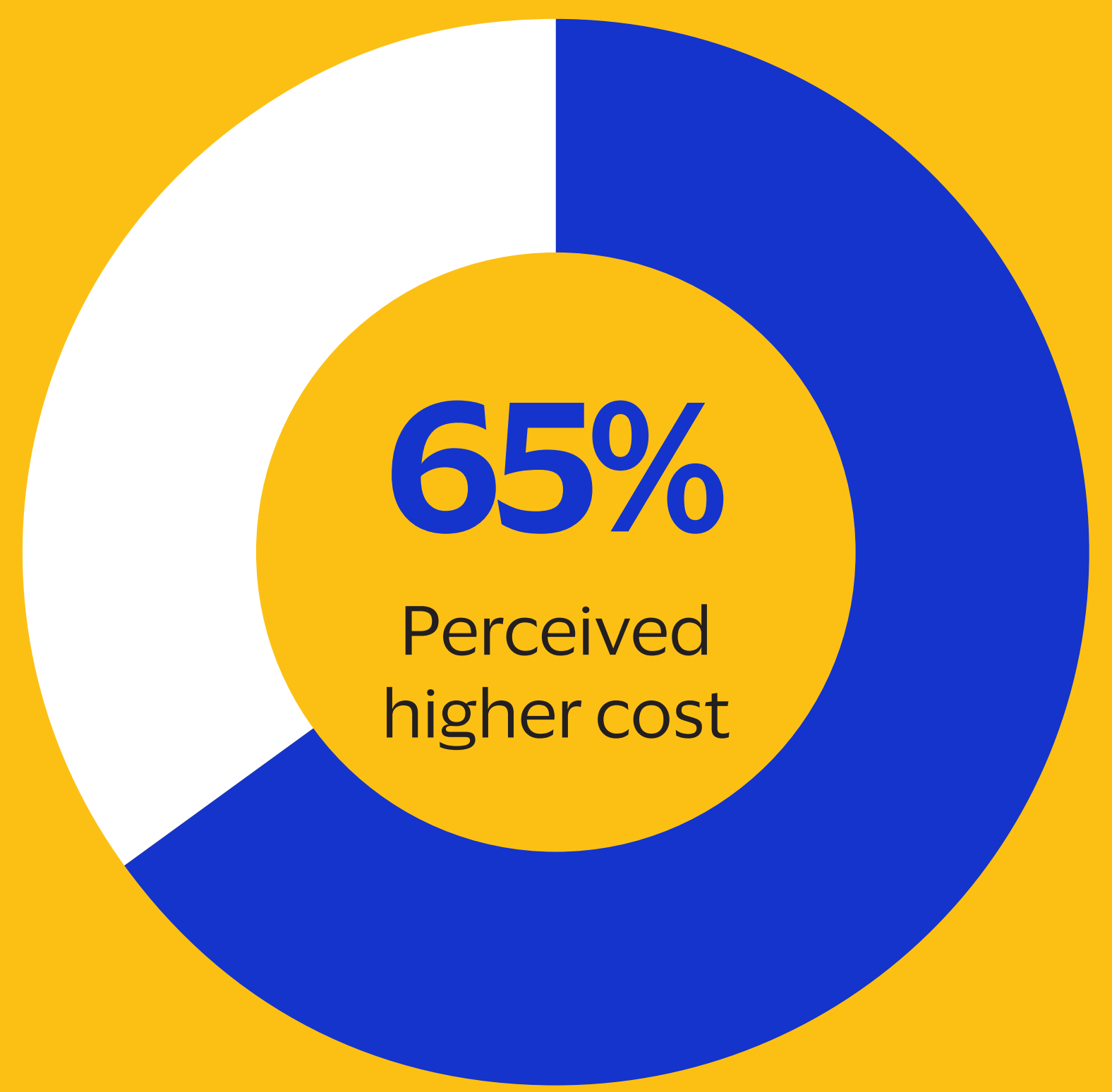
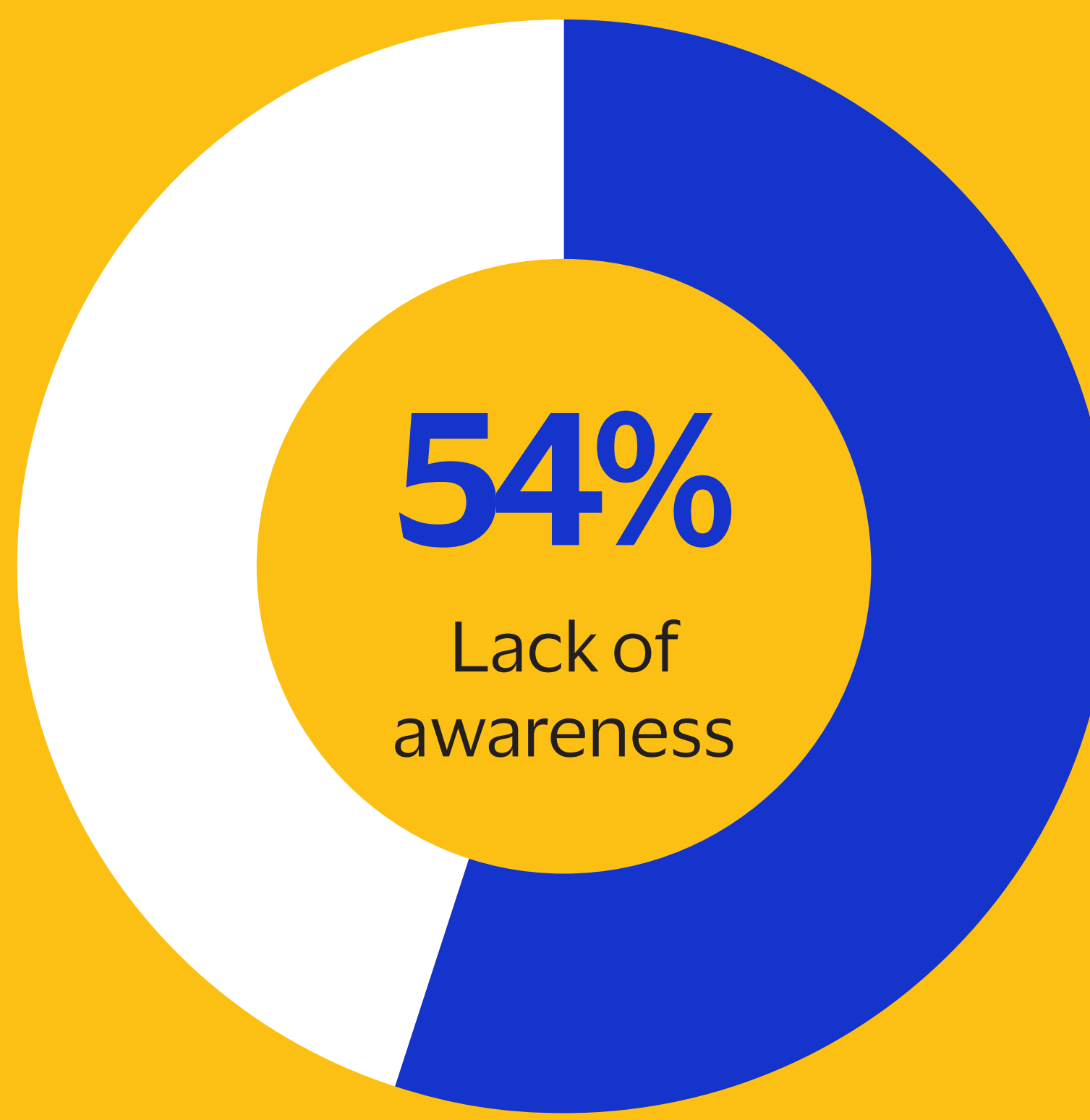


Top societal challenges:
Climate change (**63%**)
Cost of living (**56%**)
Plastic pollution (**46%**)



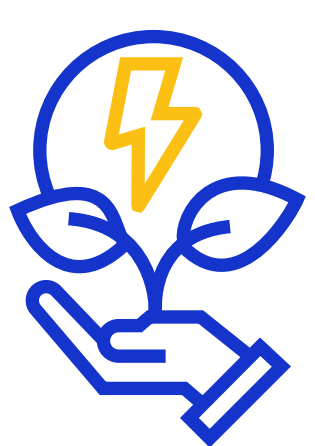
UAE consumers are leading in water conservation (**86%**) and reducing single-use plastics (**75%**)

Barriers to Sustainability



Youth Sustainability Habits

Parents note heightened receptiveness (8-18 years old)



54%

Energy Conservation



71%

School Mandates



40%

Cold Water Usage for Laundry and Dishes



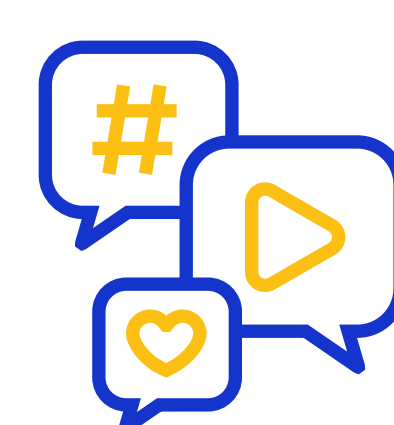
68%

Family Encouragement



39%

Walking/Cycling



54%

Social Media

Conducted by 4Sight Analytics in UAE, Saudi Arabia, Kuwait and Qatar, the '2023 Sustainable Commerce' surveyed 409 consumers in UAE 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.