



GLOBAL

ESG TRENDS

17 COUNTRIES

4 CONTINENTS

9,627 SAMPLE

CAWI

A MARKET ON THE RISE

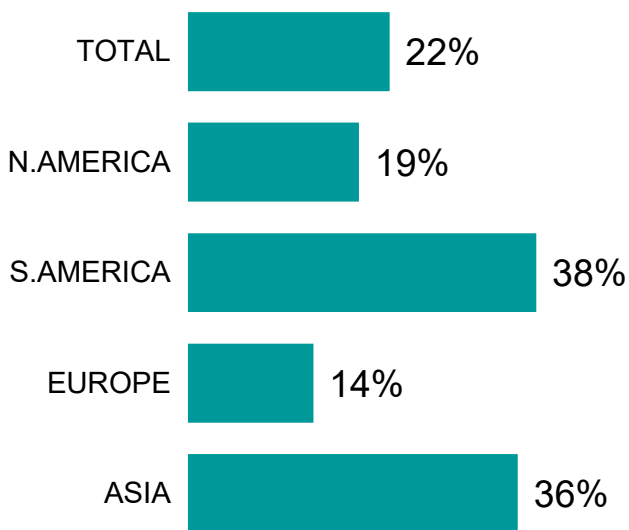
ESG – oriented investments are expected to more than double by 2026. Growth drivers are climate change, increasing regulation, investor scrutiny and stakeholder demand. The Global Market Research study explores the relatively under researched consumer behaviour.

The project was designed and coordinated by GLOBAL LINK.

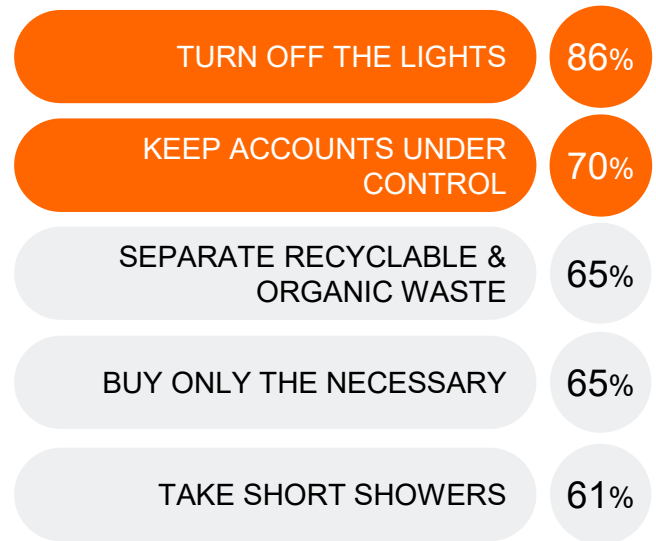
RESEARCH GOALS

- Familiarity with ESG
- Interest in being informed about ESG
- Effect of compliance on corporate image
 - Consumers
 - Employees
- Impact of ESG compliance on purchase intention
 - Claimed price premiums accepted
- Attitudes to greenwashing, offsetting, social washing
- ESG information sources
- Responsibility for educating the public

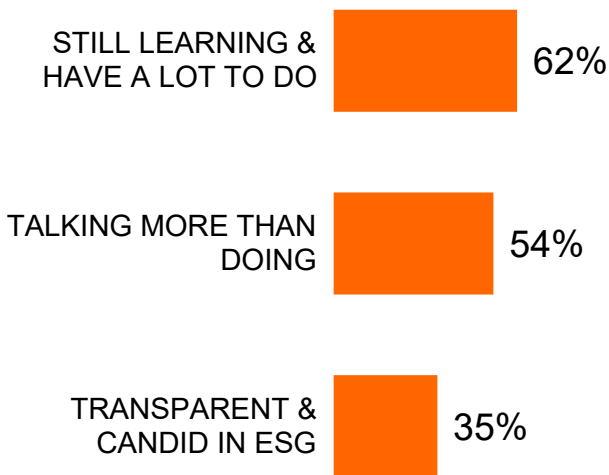
ESG FAMILIARITY



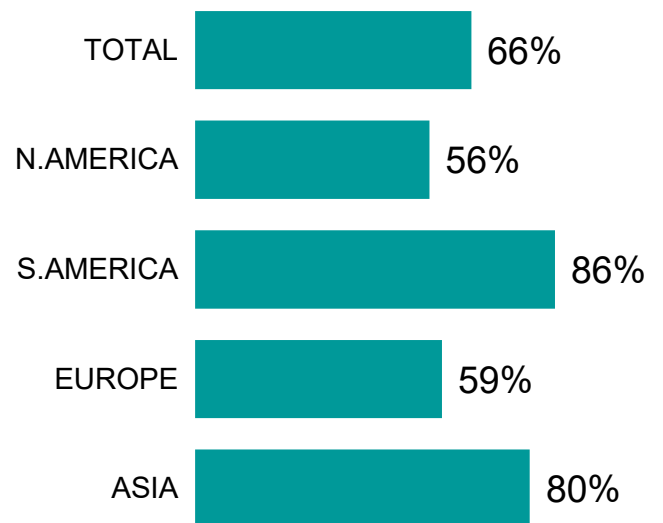
TOP ESG ACTIVITIES



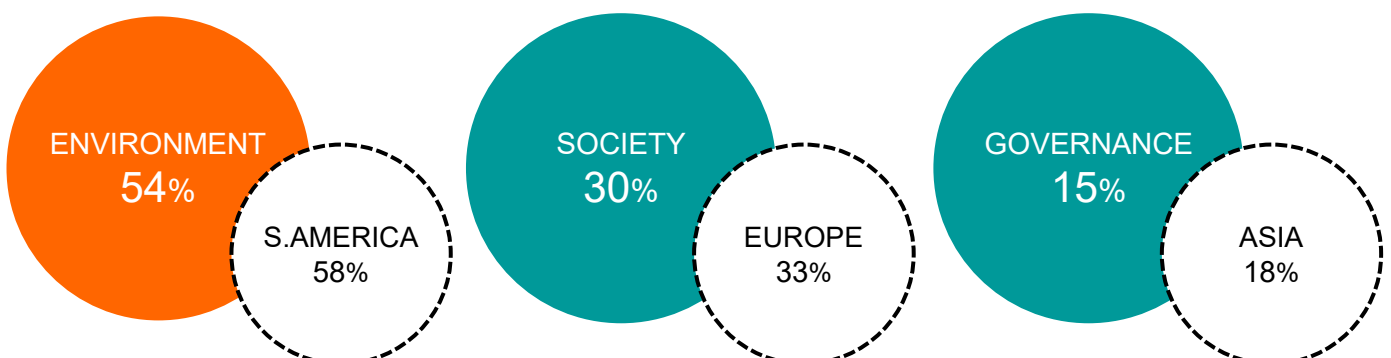
COMPANIES LAG BEHIND ON ESG



PROPENSITY TO PATRONISE ESG COMPLIANT COMPANIES



RELATIVE IMPORTANCE OF PILLARS



INFORMATION SOURCES

COMPANY WEBSITES 44%

EXPERT REVIEWS 37%

NEWS STORIES IN THE MEDIA 37%

SOCIAL MEDIA 36%

LABELS / PACKAGES 36%

CLAIMED PRICE PREMIUM FOR ESG COMPLIANT PRODUCTS

FRESH FRUITS & VEGIES

+7.0%



FRESH MEAT

+6.8%



BABY FOOD

+6.7%



ESG COMPLIANCE REQUIRED TO ATTRACT TALENT

TOTAL 62%

N.AMERICA 87%

S.AMERICA 76%

EUROPE 55%

ASIA 50%

GOVERNMENT EXPECTED TO LEAD THE WAY IN INFORMING THE PUBLIC

GOVERNMENT 66%

PRIVATE COMPANIES 20%

LOCAL AUTHORITIES 17%

NGO's 12%

CITIZENS 8%

BANKS 4%



For more info, please contact the participating partners for this study or info@agmr.com | www.agmr.com

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