

GLOBAL INTENTIONS VS ACTIONS (BY MARKET)

WHAT IS DRIVING THE CHANGE

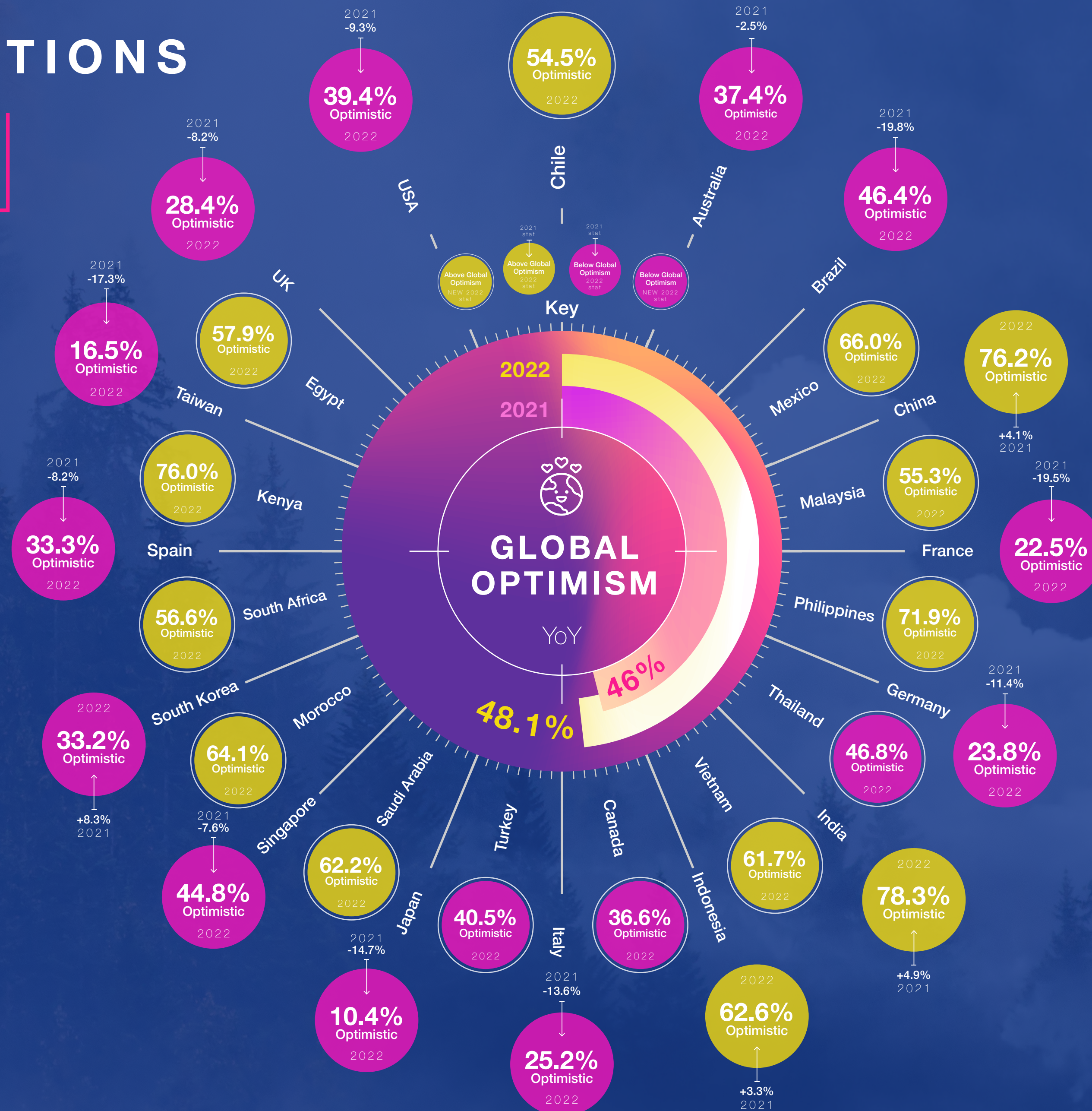
80.2%
Globally, the most important factor listed is seeing evidence of climate change with their own eyes

75.7%
government action and/or campaigns

74.2%
cite social media

68.8%
cite business or community campaigns

64%
cite COP conferences



GLOBAL INTENTIONS VS ACTIONS

69%
of people have, or are planning to, switch to a plant-based diet
17% of these have been doing this for more than a year.

58%
2021
+11%

63%
of people have, or are planning to, boycott unsustainable brands
16% of these have been doing this for more than a year.

67%
2021
-4%