



# Sustainability: The Asia Story

Exploring what sustainability means to consumers and how brands can navigate their journey

## The Asian Commercial Case for Sustainability is clear

\$1 trillion

Projected economic benefits of going green to South East Asian economies by 2030

Source: World Economic Forum (2019) & Circularity Gap (2020)

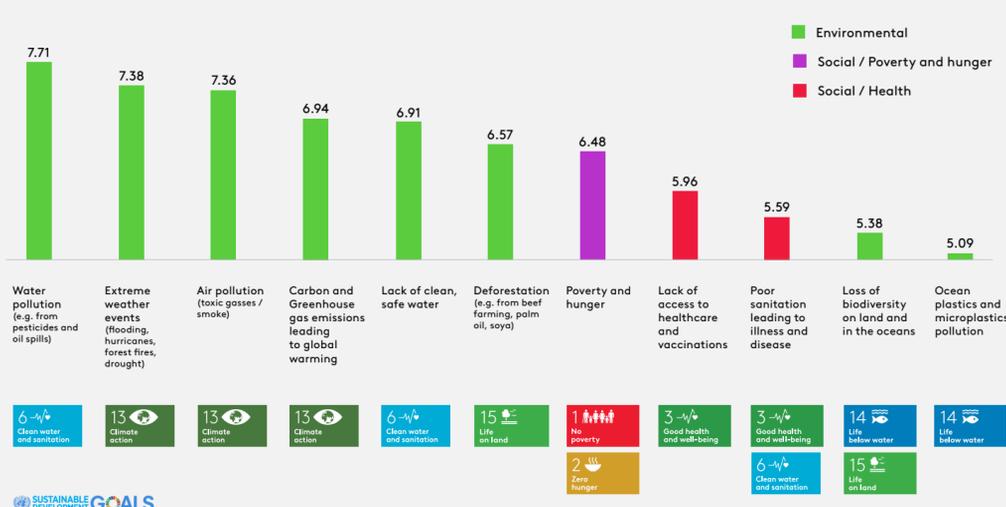
## Consumers are looking for brands that have social and environmental purpose



## But not everyone is on the same journey



## Asia's key concerns are issues that have a direct impact on their daily lives



## Getting Brand Purpose and Sustainability right are key to brand success

62% worry brands are involved in social issues just for commercial reasons

### Brand Power Contribution

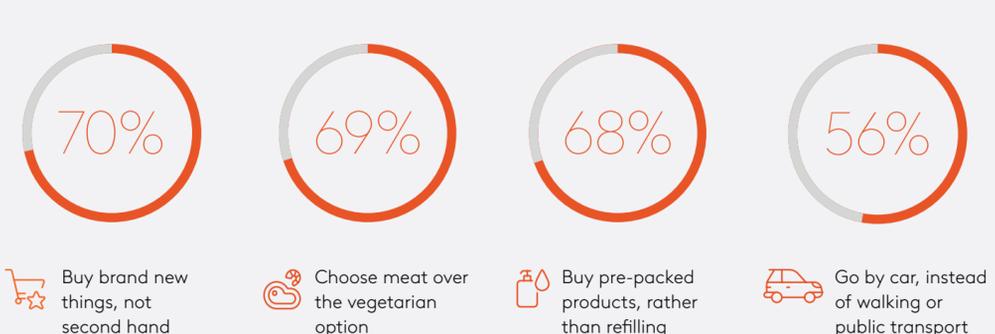


Source: Kantar Link TV Preview Database

## And the value action gap is still very real



## Taking action is not so easy



## So where can you start?

Kantar's framework for your sustainable transformation journey

