

Rise in Sustainable Living

Consumers are making changes to their habits and behaviours, influenced by government and industries promoting sustainability.

How can individuals adopt sustainability?

Eating more sustainably

14.5%

global greenhouse gas emissions from livestock farming.

2X

growth of sales for plant-based meat vs processed meat.



Governments are encouraging less meat consumption by revising dietary guidelines or even putting a tax on red meat.



Buying more sustainably

66%

global consumers willing to pay more for **sustainable goods**¹.

Regulatory change is coming for the textiles industry that contributes close to

10%

of global carbon emissions.

Investing more sustainably

60%

of investors believe they contribute to a more sustainable world by **choosing sustainable investment products**².



To learn more about sustainable investing, visit your nearest **Maybank branch** or call **+603-2297 7888**.

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