

A photograph of a forest path with tall birch trees and green undergrowth. A glowing, wavy white line runs across the path from the background towards the foreground. A large, diagonal bar with a blue-to-green gradient is overlaid on the left side of the image.

KANTAR

Consumers' approach & essential data concerning financial service category in the ESG, sustainability context

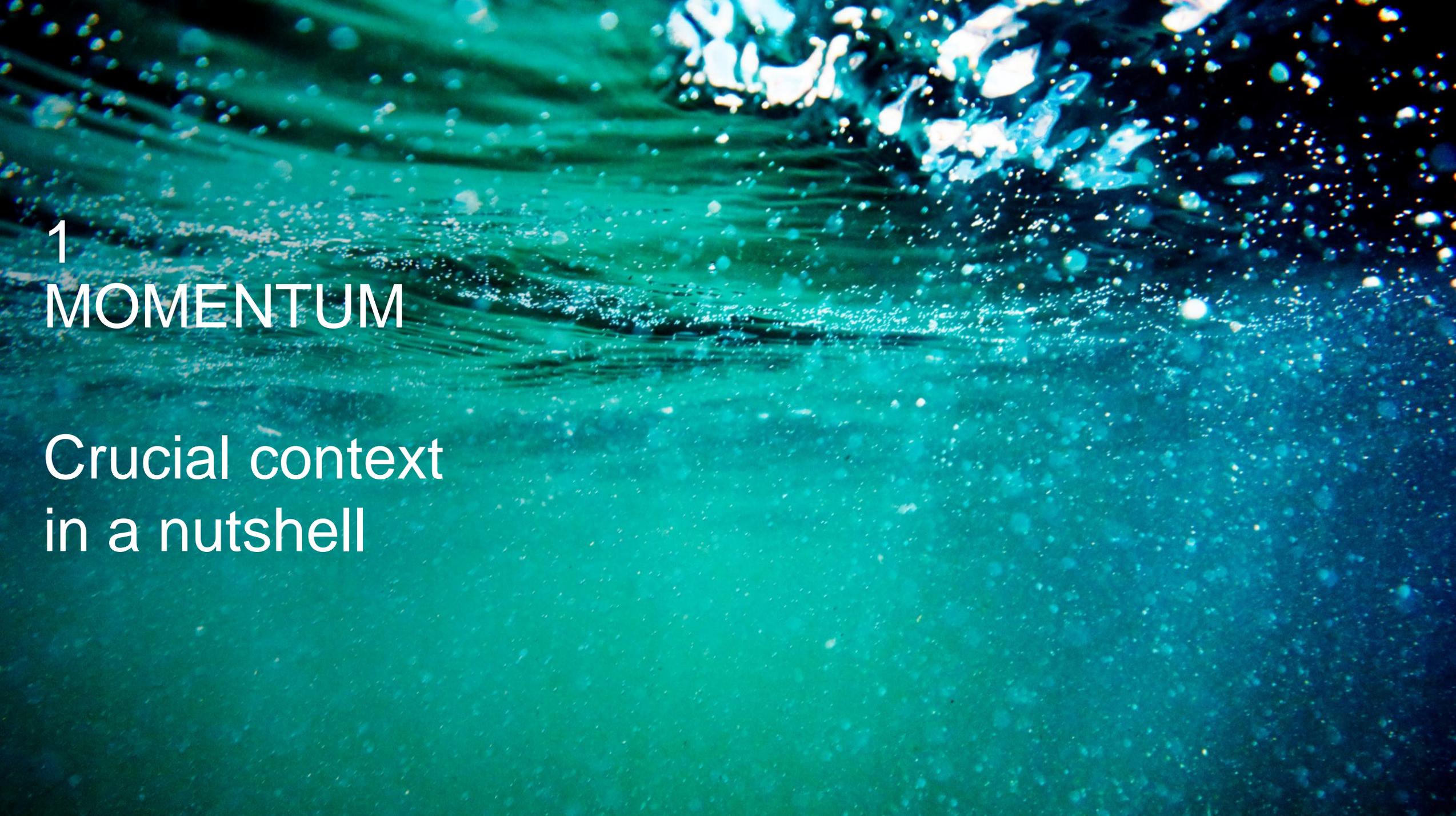
August 2024

Kantar Polska for



Future
Finance
Poland

A step ahead.



1 MOMENTUM

Crucial context
in a nutshell

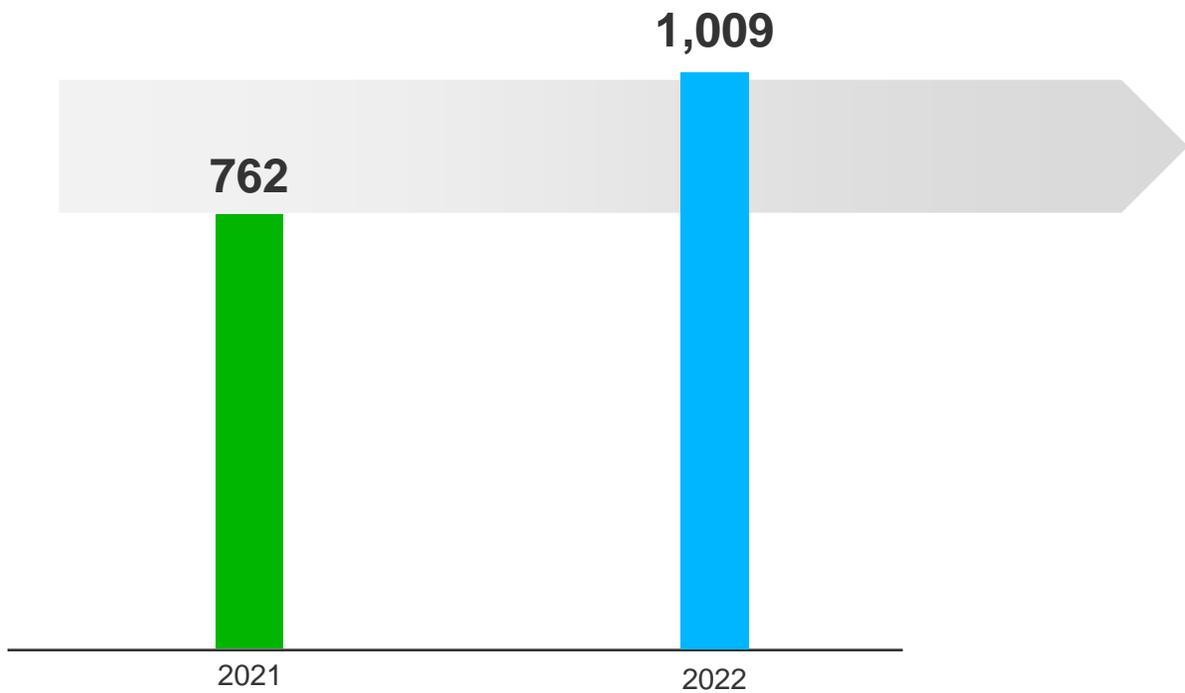
The world is at an inflection point.

To be truly future-proof, brands need to respond to the sustainable revolution.

To the changing values of society and the marketplace. Those that do will build stronger, more valuable brands.

Brands rating highly on the Kantar Sustainability BrandZ Index grew brand value by 31% in total in 2022 vs. 2021 – ahead of the Top 100 brands

Total Brand Value (\$bn)



+31%

TOP 100 MOST VALUABLE BRANDS

+23%

Brands performing highly on this index are those which achieve both:

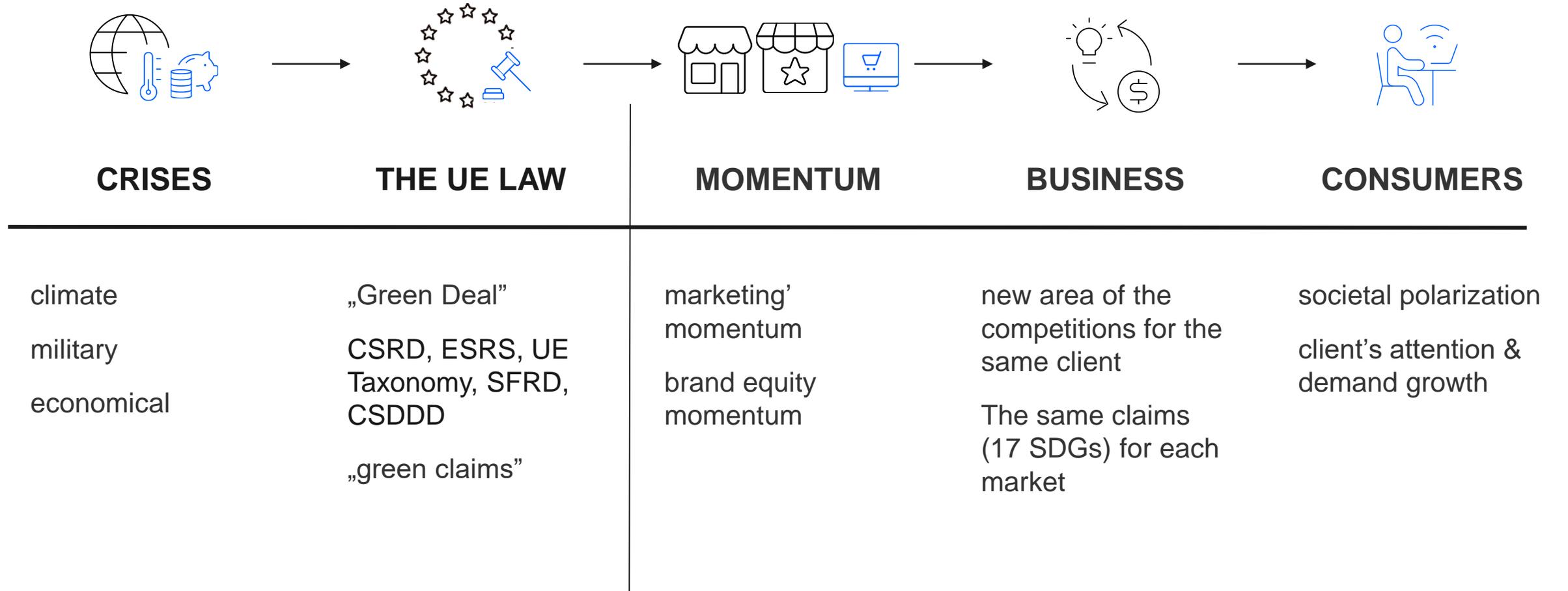
- high ESG scores in independent assessment
- high sustainability perceptions in Kantar BrandZ

ESG, a set of standards used to measure an organization's impact within environmental, social and governance dimensions, is having its momentum in Europe.

Whereas the whole world is being run by the sustainability discourse.

ESG momentum – where does it come from?

Why do companies are obliged to take care of it?



The topic of sustainable development and ESG has been gaining popularity in recent months, primarily as a consequence of legal changes.



According to EU directives, already in 2024, over **3,000 companies in Poland** will be obligated to create their first ESG report.

An aerial photograph showing a dense green forest bordering a body of water. A shadow of an airplane is cast onto the water's surface. The text '2 DISRUPTIVE ISSUE' and 'Client's pressure within the ESG area' is overlaid on the left side of the image.

2

DISRUPTIVE ISSUE

Client's pressure
within the ESG area

The growing pressure of consumers is vivid. We can see the strengthening and polarizing attitudes, and expectations, which are growing primarily in relation to business companies, brands of all sectors.

They are obliged not only legally but also because of their customers and consumers. To respond to precision needs in the context of sustainability. With the growing and intensifying public discussion on this topic consumer expectations are also becoming more diverse and specific. Despite the fact that their knowledge is not deepened, expectations are clear.

The Consumers' attitudes and behaviours towards sustainable living can be gathered within four segments.



ACTIVES

The Actives are **much more likely to believe that they can make a real difference** through their actions and think they are personally **affected by social and environmental issues**.

Their actions match their values, they want to do more, and they are willing to invest their time and money to support companies that try to do good like offsetting their impact



CONSIDERERS

Considerers **are on the fence about if they can make a difference** through their choices.

They have taken action to try to make a difference – they have stopped buying certain products/services because of their impact on the environment or society.



BELIEVERS

Believers are **heavily influenced by social factors**, thinking their choices show others who they are and what they believe in.

Similar to the Actives, this group **believe they can make a difference**.

However, their **actions don't match their beliefs** – they aren't seeking out brands that offset their impact, and haven't stopped using brands because of their impact on the environment or society.

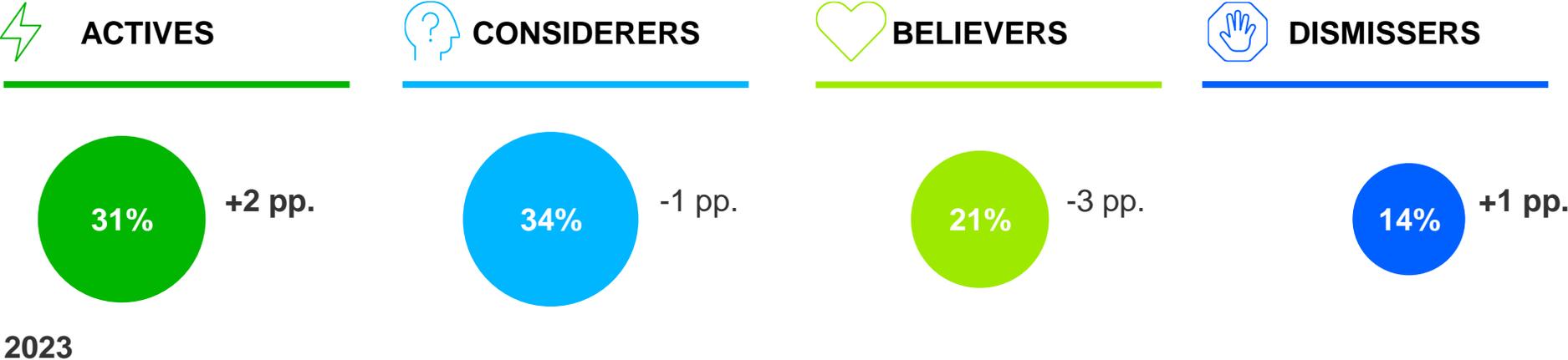


DISMISSERS

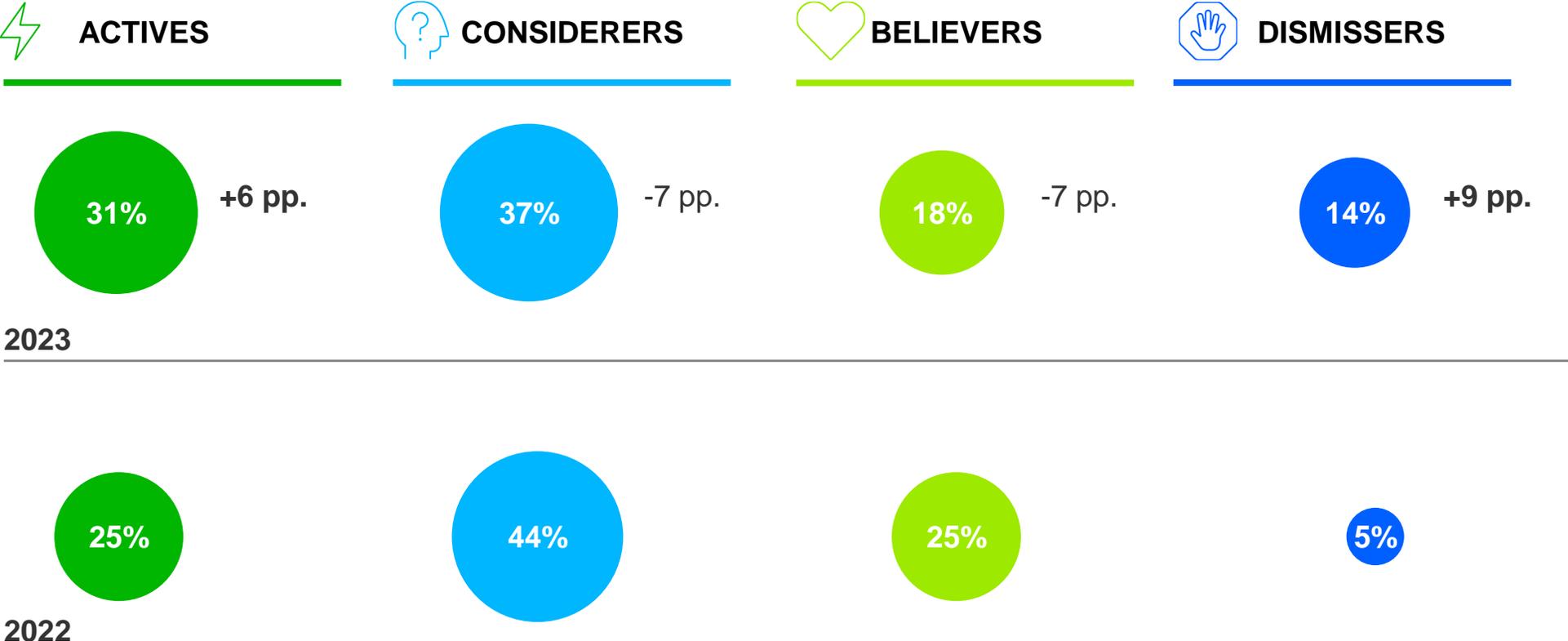
Dismissers are characterised by their **apathy to all things sustainable**.

Whilst some Dismissers do engage on the basics, want to do more, and try to buy products packaged more sustainably, they aren't interested in investing their time or money to actually change their behaviours.

The segments' split globally remains quite similar within time, with a movement toward the edges – more radical attitudes.



In Poland we do observe sharp attitudes and difference within year. Attitudes' polarisation is a fact, proven by the trust dimensions.



! WORTH TO KNOW

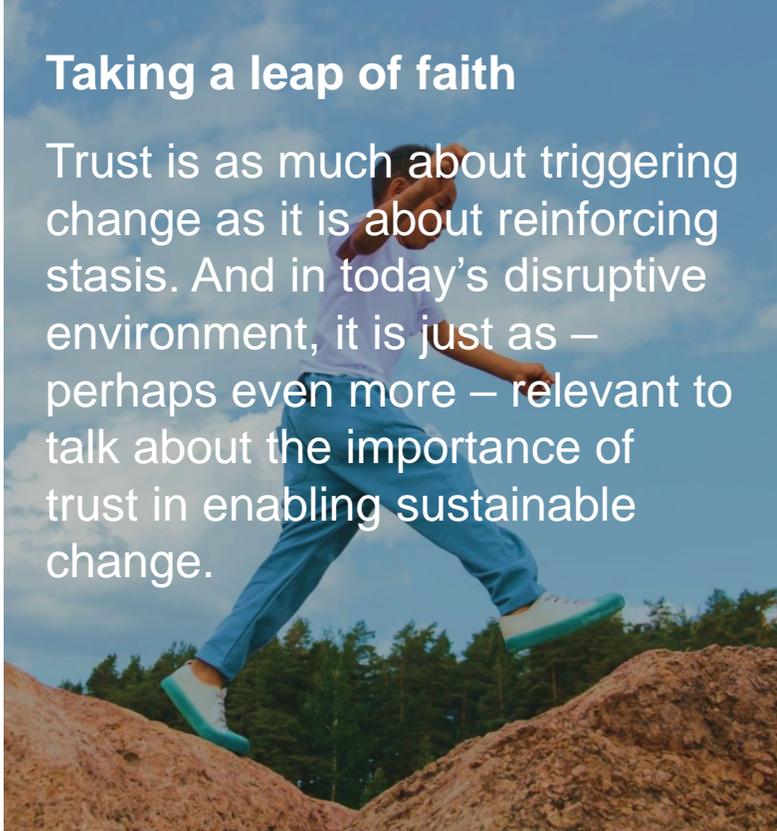
Within 11 European countries the split of the contrary segments is quite similar: 30% Actives vs 15% Dismissers.

This split remains similar from 2022, no such difference as in Poland.

Trust is the currency of change...

Taking a leap of faith

Trust is as much about triggering change as it is about reinforcing stasis. And in today's disruptive environment, it is just as – perhaps even more – relevant to talk about the importance of trust in enabling sustainable change.



61%

Globally



63%

In Poland

say they **pay a lot of attention** to environmental and/or societal issues in the news.

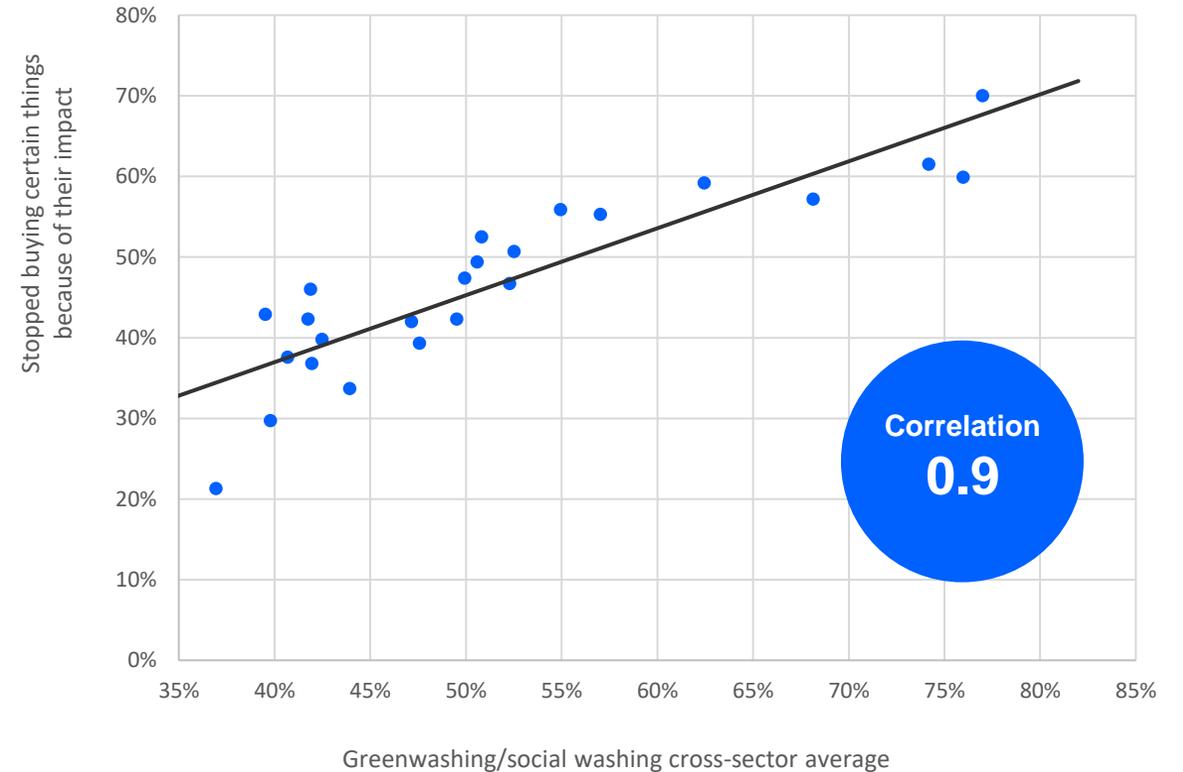
...and greenwashing is eroding the trust people place in brands

High levels of **greenwashing** perceived across sectors

On average, across sectors,

52%

of people say they have seen, or heard, false or misleading information about sustainable actions taken by brands.



The level of scepticism in Poland is significant.



67%

In Europe



69%

In Poland

Consumers worry that brands are involved in social issues just for **commercial reasons**

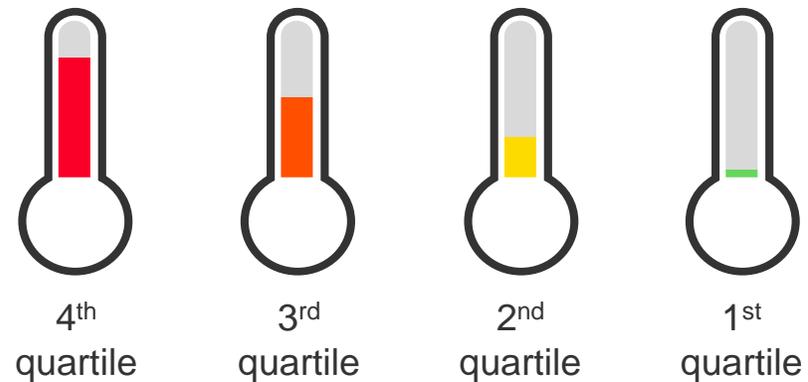




Perceived greenwashing sector ranking

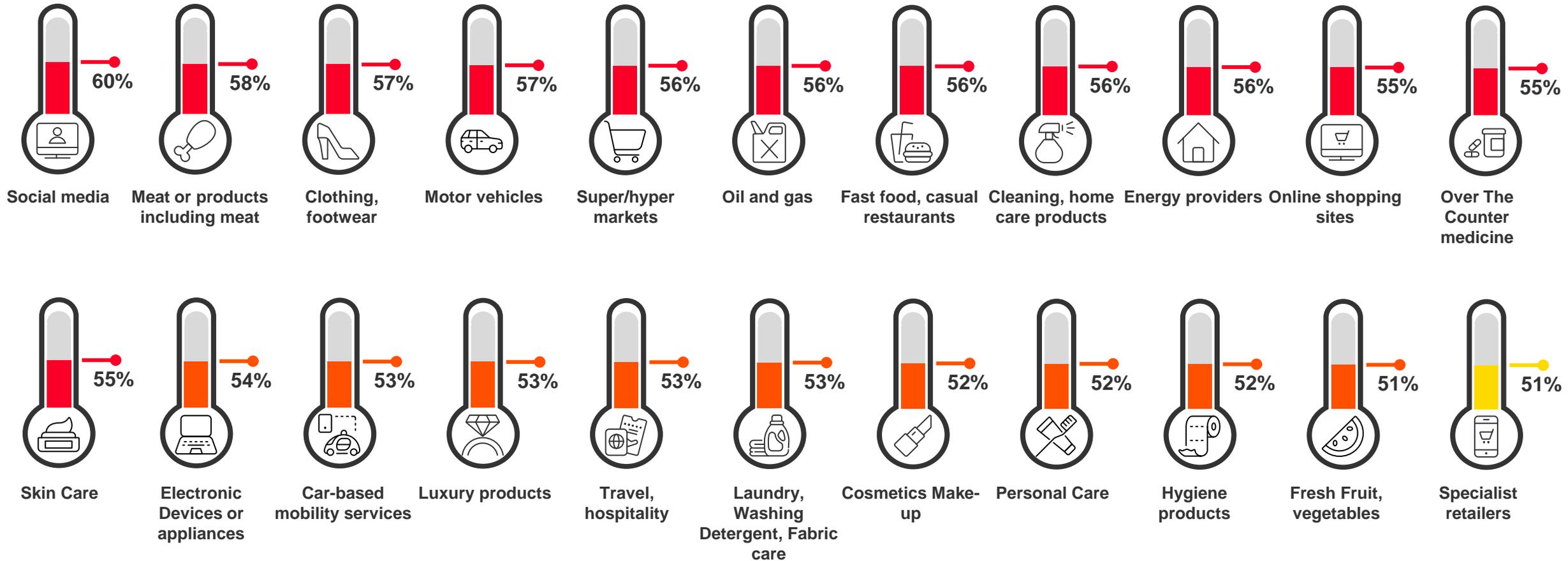
Cynicism poses a real threat to brands and businesses. We look at how people perceive your sector and how that compare to others.

We have asked people if they have seen, or heard, false or misleading information about sustainable actions taken by brands in each sector. We show the % of people saying yes as the sector greenwashing score. We colour coded the results compared to the other sectors.



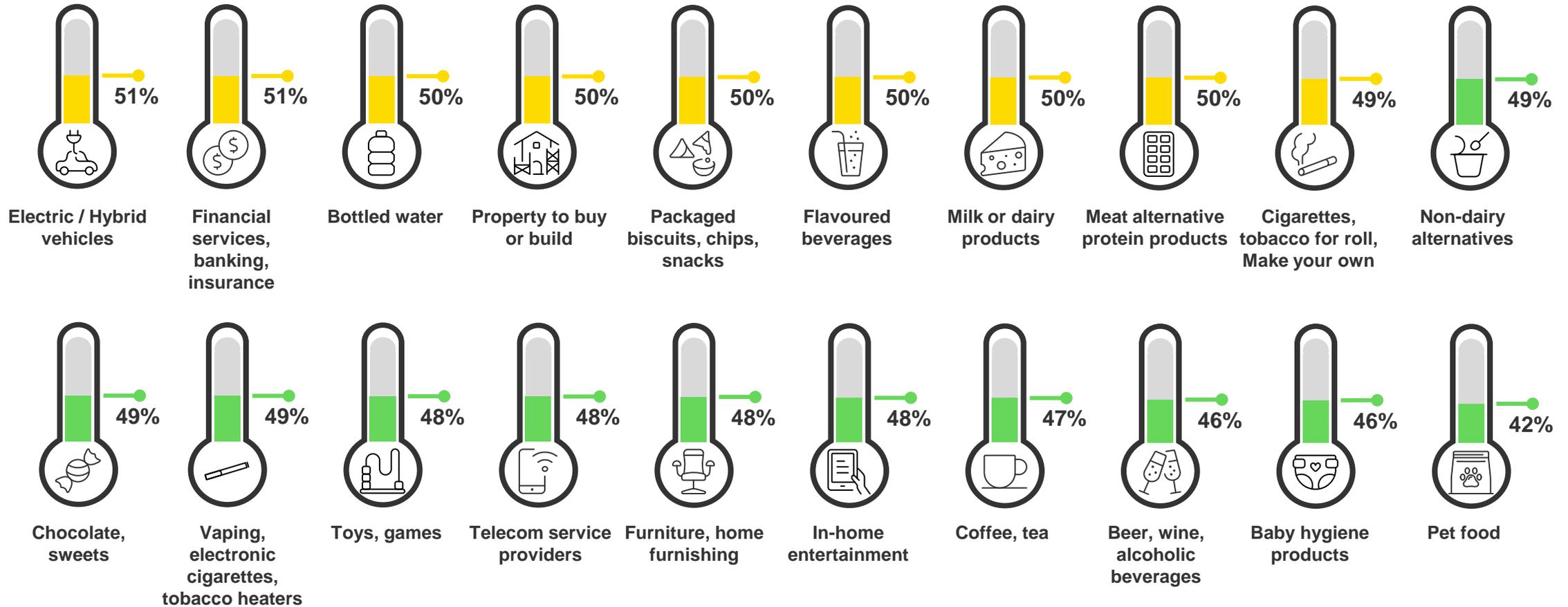
Perceived greenwashing sector ranking

Consumer vigilance in the context of what brands say and do in the context of sustainability is very large and varied depending on the Sector.



Perceived greenwashing sector ranking

For the financial services sector the result is currently quite good is in one of the highest percentages in terms of the level of contact with false or fake information from the perspective of consumers.



3
Focus on Finance
category



'Climate action', 'Responsible Consumption and Production', 'Good Health' and 'Reduced inequalities' are among the SDGs the most concerning to people globally



Consumers expressed their opinions and concerns about specific challenges of sustainability problems which we included in the report in the 17 SDGs.

We observe that from year to year the challenges which, according to consumers, are the most urgent to solve are those concerning the natural environment but from the last wave of the study (in 2022) we also observe growing interest in social issues, so not only the areas of „E” from ESG but also „S” are high on the agenda.

Poles are particularly concerned by those pertaining to consumption and production (mainly in terms of waste), as well as environmental issues, which involve primarily climate change.



As at the global level, in Poland we do observe a shift toward challenges over „S” (from ESG) within time.

It is mostly because from the first time of the study conduction (from 2021) there is so much concerns expressed in term of plastic pollution, overconsumption & overproduction – all the challenges standing behind SDG no 12.

SUSTAINABILITY SECTOR INDEX

To understand how brands are doing with regard to sustainability across sectors, we diagnose consumer perceptions of performance through the lens of four key marketing dimensions:

STRATEGY

Don't care Vs. **Take responsibility** for addressing environmental and social issues

INNOVATION

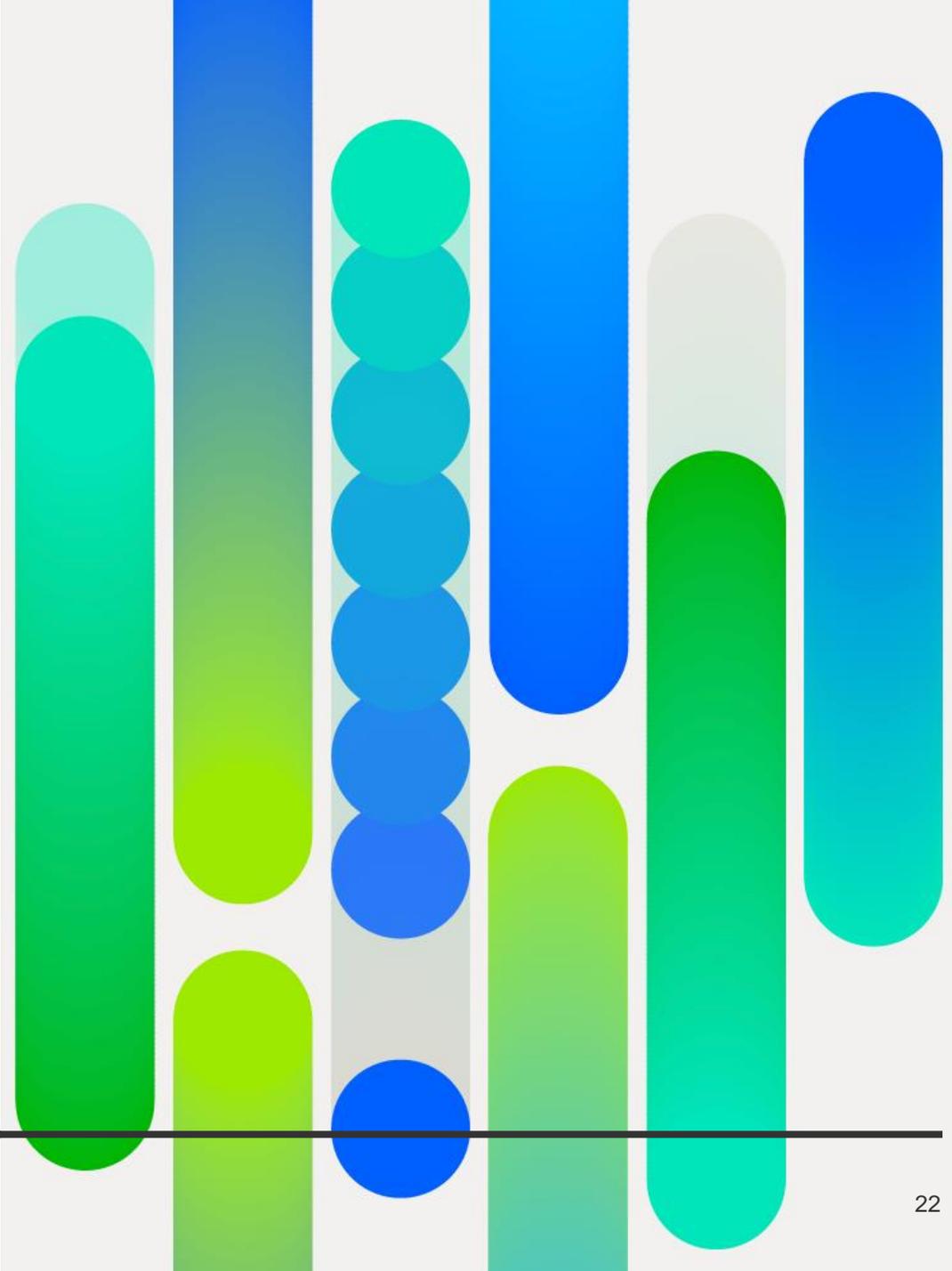
- **Worsen or ignore** Vs. **propose meaningful solutions** to the environmental issues we face
- **Worsen or ignore** Vs. **propose meaningful solutions** to the social issues we face

ACTIVATION

- **Don't do a good job** vs. **Do a good job** of representing people similar to me or my community
- **No Idea** vs **Know clearly** how I contribute to positive change when I buy brands in this sector

IMPACT

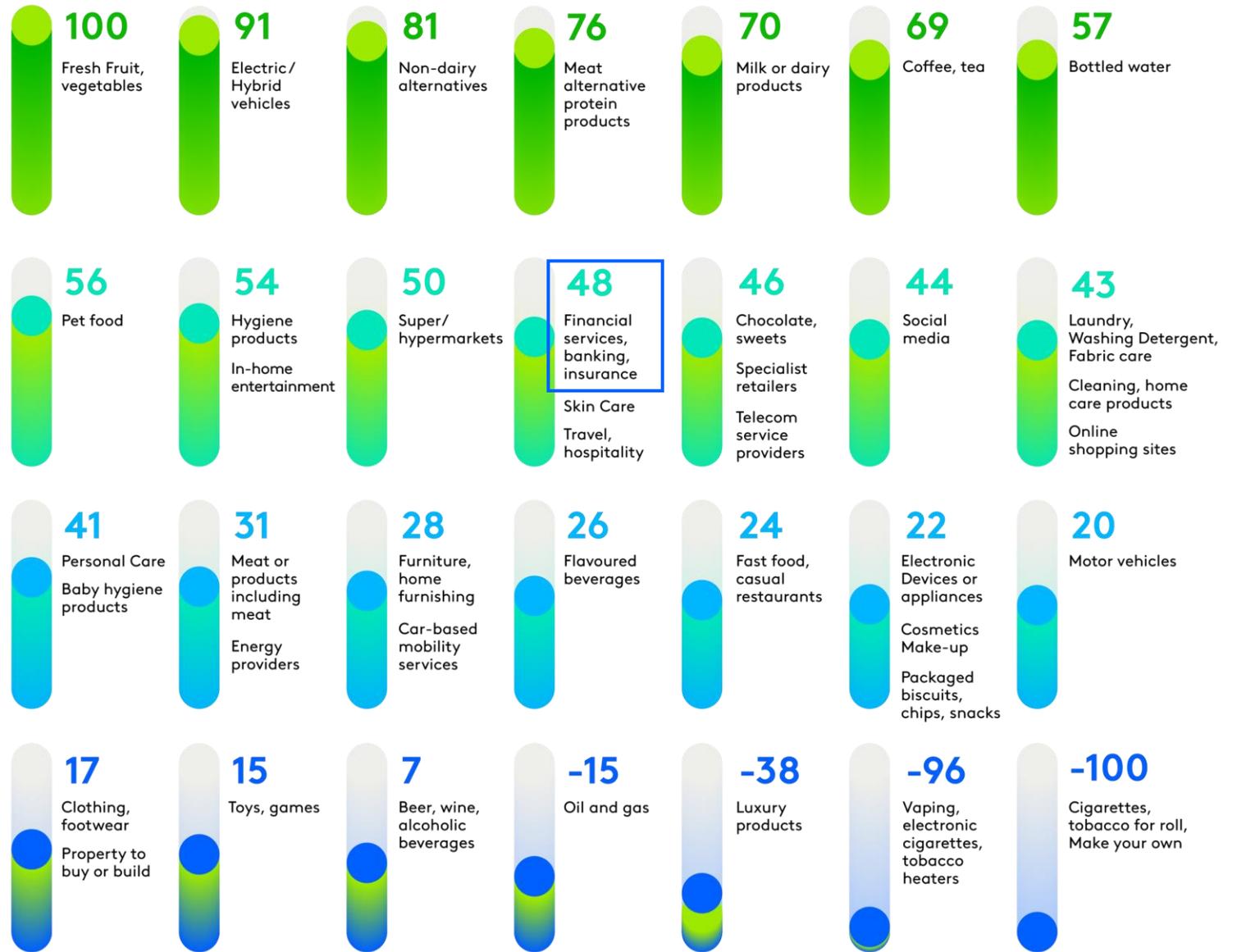
Hide the truth Vs. **offer real transparency** on their sustainability performance



KANTAR SUSTAINABILITY SECTOR INDEX

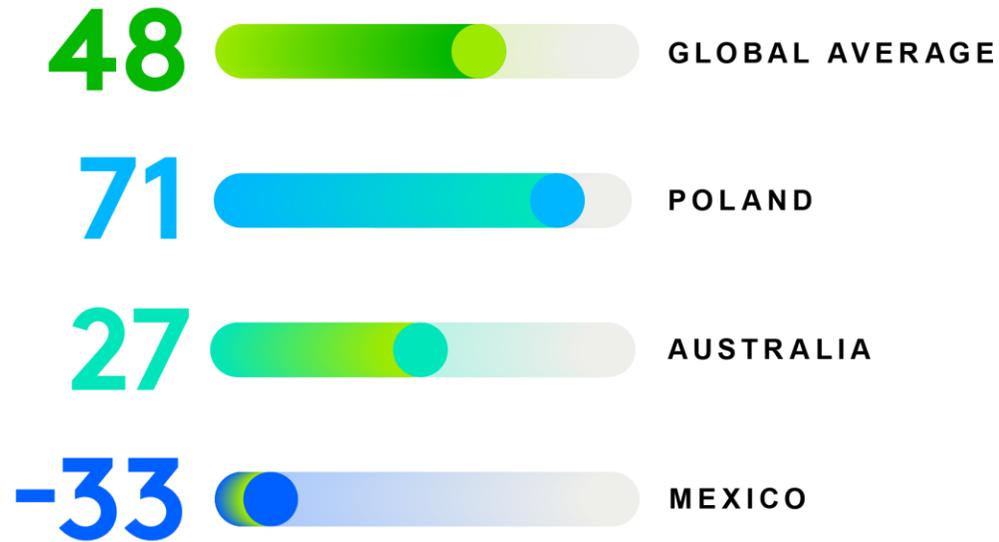
Which sectors are perceived to be leading the change? And which ones are behind? What does it mean for your brand? How can you raise your profile?

Moving quickly from ambition into action on sustainability is critical. To do so, brands need a sound and functional marketing approach. That's why Kantar's Sustainability Sector Index is designed to de-complexify the landscape around this topic to tangibly identify the opportunities and areas of focus specific to each sector through a rounded understanding of experiences and perceptions on strategic direction, impact, innovation, and communication.



How well is your sector meeting people's expectations?

FINANCIAL SERVICES, BANKING, INSURANCE



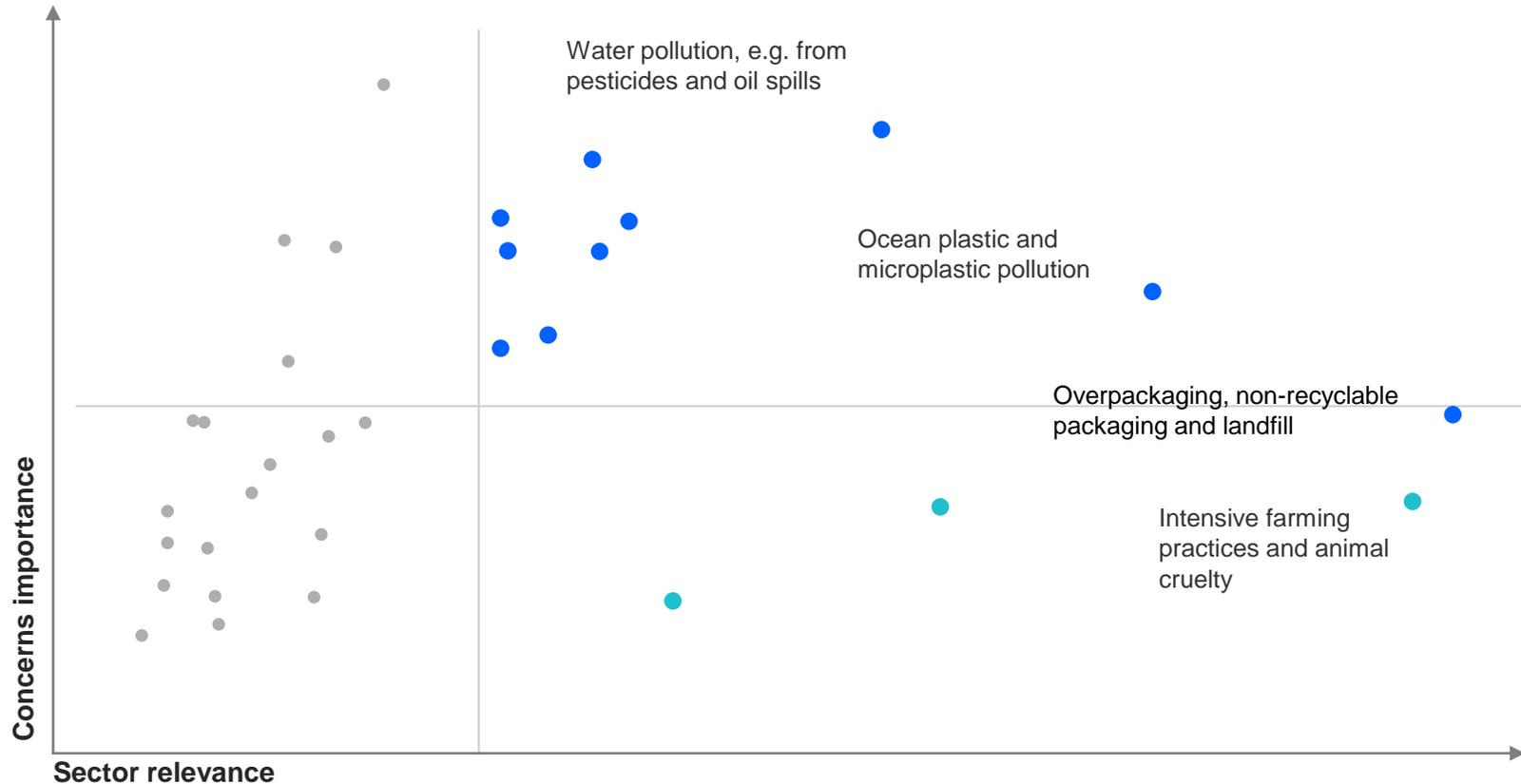
Consumer perception of which sectors of companies are the most advanced in the context of setting and implementing sustainable goals is varied.

This differentiation is very visible geographically, for example in the context of the category of financial services of banks. The result for Poland is the third highest (in the ranking of 42 sectors for the country).

Such a high position and significantly different from the result for Mexico, for example, may be the result of the fact that in comparison to other business categories it was banks and financial institutions that were the first to start offering specific green products in their portfolio and were also the first to communicate on this subject, to a wide audience.

We mapped sustainability issues by stated importance and sector relevance, which will help brands focus on the right areas

Example map



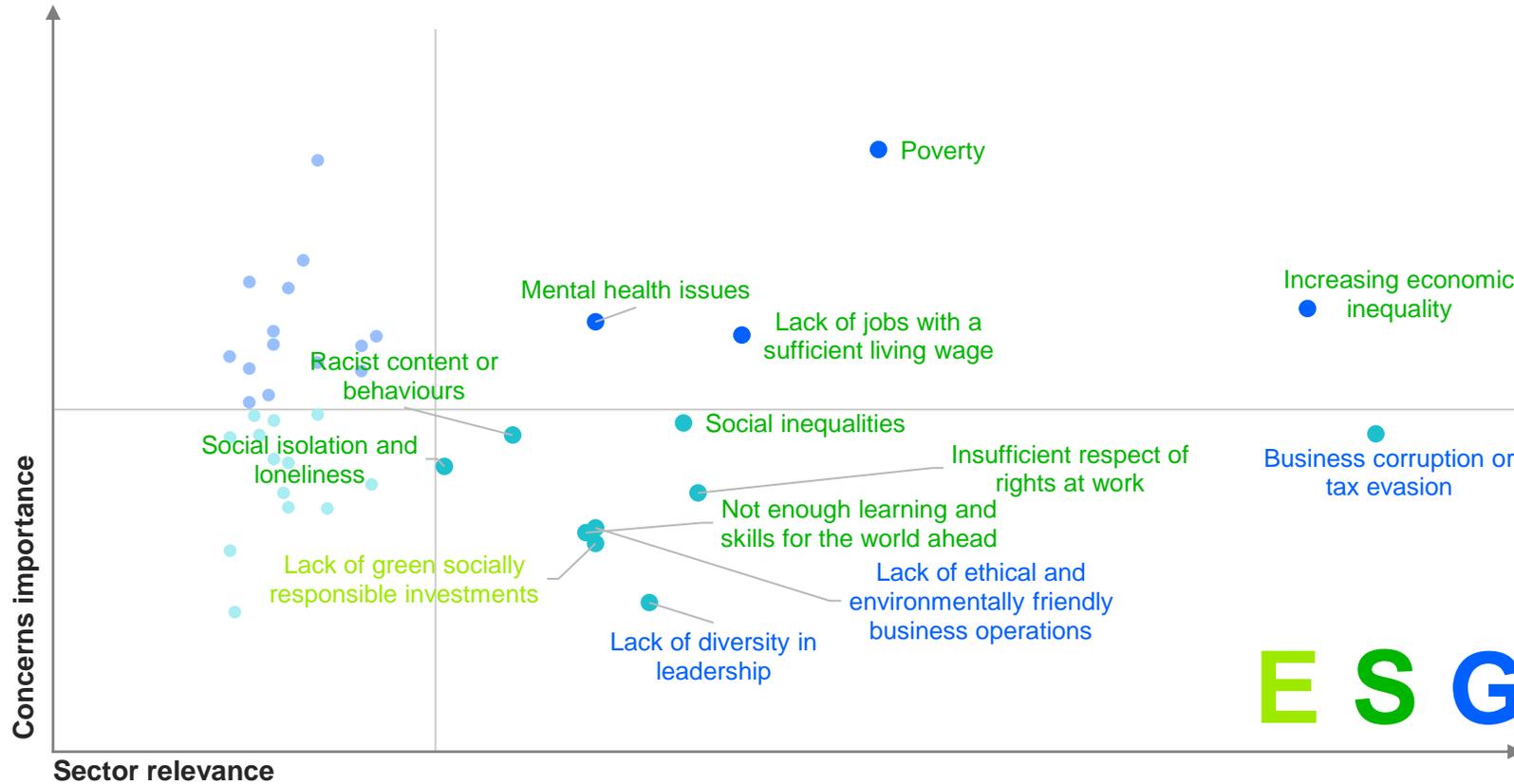
#2 PRIORITY

Once the shields are leveraged, these drivers can then further differentiate moving forward (potentially setting trends).

#1 PRIORITY

Without these, the brand does not meet fundamental consumer expectations.

Financial services, banking, insurance



TOP 10 MOST RELEVANT SECTOR CONCERNS

Business corruption or tax evasion	16 Peace, justice and strong institutions	Peace, Justice and strong institutions
Increasing economic inequality	10 Reduced inequalities	Reduced Inequalities
Poverty	1 No poverty	No Poverty
Lack of jobs with a sufficient living wage	8 Decent work and economic growth	Decent work and economic growth
Insufficient respect of rights at work	8 Decent work and economic growth	Decent work and economic growth
Social inequalities	10 Reduced inequalities	Reduced Inequalities
Lack of diversity in leadership	10 Reduced inequalities	Reduced Inequalities
Mental health issues	3 Good health and well-being	Good health and well-being
Lack of ethical and environmentally friendly business operations	9 Industry, innovation and infrastructure	Industry, Innovation and Infrastructure
Lack of green socially responsible investments	9 Industry, innovation and infrastructure	Industry, Innovation and Infrastructure

Consumer perceptions of what sustainability issues companies in a given category are responsible for and therefore should address are varied. For the category of financial services banks, the challenge areas largely approach those from the letter „S” of the ESG.

Banks’ customers are primarily concerned with issues related to economic inequality and the deepening of social divisions with greater polarization on this level. It should

therefore be noted that the areas presented in our chart most at the extreme end on the right are those that are first and foremost the easiest to interpret and understand by customers.

Therefore at least in the communication dimension, companies operating in this sector will be able to count on the simplest and fastest way to reach customers using key values standing behind these challenges.

A low-angle shot looking up into a dense, lush green forest. Sunlight streams through the canopy, creating a bright and vibrant atmosphere. The light rays are visible, and the overall color palette is dominated by various shades of green, from deep forest greens to bright, almost white highlights where the sun hits.

4

About the authors & the study



KATARZYNA ZALEWSKA

Head of sustainability expertise
Kantar Polska

katarzyna.zalewska@kantar.com

<https://www.linkedin.com/in/katarzyna-zalewska-b67aa7b0>

A Kantar Polska expert supporting clients in creating & rolling the ESG, and sustainability strategies for a brand.

With more than 10 years of experience as a researcher and having the local & global Kantar analysis and portfolio she succeeded in being a reliable consultant in the field, working with companies from various sectors, including mostly retail, pharmaceutical & banking.

A leader of the Polish edition of the Kantar Sustainability Sector Index: <https://www.kantar.com/campaigns/sustainability-sector-index>

An ESG lecturer on MBA studies of ŁAZARSKI: <https://ckp.lazarski.pl/mba/master-of-business-administration-mba-esg/>

An author & co-author of various reports & publications in the field, inc. Business Social Impact: [Kantar Polska - Business Social Impact. 2023 by Kamil – Flipsnack](#)

#Suscasterka: co-host and coauthor of the Kantar Polska series of podcasts on sustainability in business called #SUSCASTY: [Suscasty Kantar Polska – Suscasty Kantar Polska](#)

A speaker & patrician of the conferences in the field, lately IV Forum Zrównoważonego Rozwoju FORBES: [Konsumenci chcą, by firmy działały w sposób zrównoważony - Forbes.pl](#)

A Polish Society for Opinion and Marketing Research (PTBRiO) member (<https://www.ptbrio.pl/>)



The UN's SDGs provide an excellent framework to review and structure business initiatives.

<https://sdgs.un.org/goals>

About the study

Consumers are increasingly aware of the environmental and social impact of their choices, and they expect brands to share their values and act responsibly. How can you align your brand with this shift in consumer mindset and behaviour?

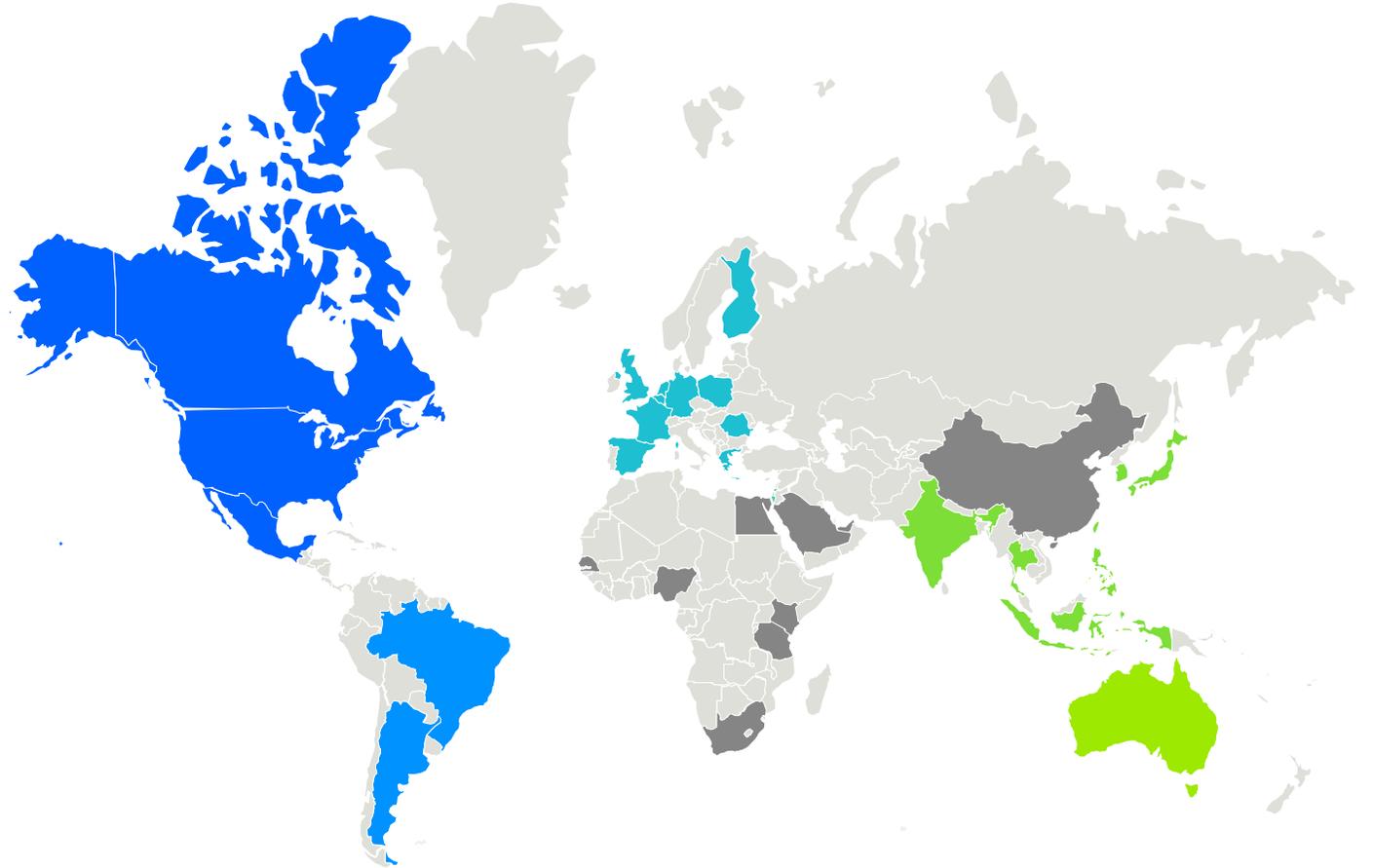
Kantar's **Sustainability Sector Index 2023** provides you with data insights from 32,000 interviews across 42 sectors in 33 countries to help you understand what sustainability means for your sector, how consumers perceive your brand, and how you can build trust and leadership in this crucial area.

Opportunities differ on a sector basis, and you will need to think about where and how your brand can credibly play. Our renewed 2023 edition enables you to unlock engagement and reap commercial rewards, while also connecting your strategy with the UN's Sustainable Development Goals.

We've built an eco-system of global knowledge to support global and local sustainability strategies

In 2023, SSI offers a consistent foundational understanding of sustainability across **33 markets** around the globe.

- | | | | |
|----------------------------------------------------|---------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------------------|
| ■ United States* | ■ Belgium | ■ India** | ■ Available with differences in methodology |
| Mexico | Czech Republic | Indonesia | China |
| Canada | Finland | Japan | Egypt |
| | France | South Korea | Saudi Arabia |
| | Germany | Philippines | Kenya |
| | Greece | Taiwan | Nigeria |
| ■ Argentina | Italy*** | Thailand | South Africa |
| Brazil | Netherlands | ■ Australia | Senegal |
| | Poland | | Tanzania |
| | Romania | | UAE |
| | Spain | | |
| | United Kingdom | | |



SAMPLE: 1000 interviews per country (*2000 in USA)

WHO: Nationally Representative Sample (Males and females, age 18+) ** India Digital representative

WHEN: Fieldwork in July 2023

In 2023, we cover 42 sectors

Beer, wine and alcoholic beverages	Alcohol
Financial services, banking, and insurance	Financial Services
Chocolate and sweets	Food & Beverages
Coffee and tea	Food & Beverages
Fast food/casual restaurants	Food & Beverages
Flavoured beverages	Food & Beverages
Fresh Fruit and vegetables	Food & Beverages
Meat or products including meat UPDATED	Food & Beverages
Protein products as a meat alternative NEW	Food & Beverages
Milk or Dairy products	Food & Beverages
Non-dairy milk or non-dairy product alternatives NEW	Food & Beverages
Packaged biscuits, chips and snacks	Food & Beverages
Bottled water	Food & Beverages
Pet food	Pet Food
Over-the-counter medicine, pharma. products or food supplements UPDATED	Health
Cleaning and home care products	Household cleaning
Laundry, washing detergent and fabric care	Household cleaning
Oil and gas (including petrol / diesel)	Oil and Gas
Clothing and footwear	Fashion
Luxury products	Fashion
Toys and games NEW	Toy

Energy providers UPDATED	Home
Furniture / home furnishing	Home
Property to buy or build NEW	Home
Motor vehicles UPDATED	Mobility
Electric / hybrid vehicles NEW	Mobility
Car-based mobility services NEW	Mobility
Hygiene products for babies	Personal Care
Cosmetics make-up UPDATED	Personal Care
Hygiene products (e.g. toilet paper, period products, adult diapers, etc.)	Personal Care
Skin care NEW	Personal Care
Personal Care (e.g. oral hygiene, shampoo, etc.)	Personal Care
Online shopping sites	Retail
Specialist retailers UPDATED	Retail
Supermarkets/hypermarkets/department stores	Retail
Electronic Devices and Appliances UPDATED	Tech, Media
In-home entertainment	Tech, Media
Social media UPDATED	Tech, Media
Telecom service providers (fixed line, internet, mobile)	Tech, Media
Cigarettes or tobacco for roll / make your own NEW	Tobacco
Vaping, electronic cigarettes (e.g. e-cigs) or tobacco heaters NEW	Tobacco
Travel and hospitality	Travel



Thank you!

Kantar Polska S.A. | Plac Konesera 9, 03-736 Warszawa | 22 545 20 00 | kontakt@kantar.com | www.kantar.com/pl

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