Consumers are increasingly using their purses with purpose, and this trend of shifting purchase behaviour to become more sustainable is now spilling over into financial services too. With over two thirds of consumers wanting their bank to become more sustainable in the future, green finance is a trend the financial sector can no longer afford to dismiss.

We surveyed over 6,000 consumers on their attitudes to green finance.

- 25% have knowingly made use of a sustainable banking product or service
- 67% would like their bank to become more sustainable in the future
- 60% think it’s important that their bank aligns with their personal values

Lack of trust and communication gap need to be addressed.

- 2 in 5 think that their current bank clearly communicates its sustainability commitments
- 67% have little trust and believe that their current bank is guilty of greenwashing

Most in-demand green financial products.

- Sustainable credit and debit cards: 45%
- Green savings accounts and bonds: 42%
- Green mortgages: 31%
- Green loans: 31%

Mambu, the foundation on which sustainable financial experiences can be built.