

# Latin America trend 2022: The importance of environmental, social, and governance issues will rise

Article

Brands will need to look beyond climate change lip service and create strategies that address consumers' specific concerns in each of the markets they operate.

**Social and sustainability issues are increasingly top of mind for consumers.** Fully 94% of internet users in Latin America surveyed by Toluna for Sherlock Communications in August 2021 believed companies should be investing more in social and environmental initiatives.

**Consumers in Latin America want brands to address the needs of the communities they serve.** This includes bringing diverse voices to the highest levels of their own management and finding ways to build sustainable projects at the local level that support income generation, inclusion, and meaningful employment among the region's socially vulnerable communities.

**Corporate Social Responsibility Initiatives that Are Important for a Company to Have a Positive Impact According to Internet Users in Latin America, by Country, Aug 2021**

% of respondents in each group

	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Total
Making and selling things in a way that does not damage the environment	63%	70%	68%	71%	71%	65%	68%
Paying people fairly and making sure they have a good life	56%	39%	57%	52%	52%	48%	49%
Sponsoring community projects	33%	44%	42%	42%	36%	34%	39%
To be committed to long-term projects	38%	37%	30%	29%	37%	30%	34%
Hiring people from diverse groups	33%	39%	35%	26%	28%	27%	32%
Creating events to engage the community	24%	31%	27%	32%	27%	36%	30%
Offering courses and webinars	23%	15%	12%	14%	14%	24%	17%
Donating money to charity	18%	11%	20%	16%	22%	19%	17%
Supporting community leaders	9%	11%	9%	17%	11%	14%	12%
Don't know	4%	2%	2%	1%	2%	3%	2%

Note: ages 18+; respondents selected their three most relevant choices  
 Source: Sherlock Communications, "Corporate Social Responsibility Report in LATAM" conducted by Toluna; Insider Intelligence calculations, Aug 16, 2021

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**Businesses that invest in sustainability initiatives will see returns.** Environmental concerns have a significant influence on purchase decisions in Latin America. While sustainability may cost businesses more money up front, consumers are likely to make more frequent purchases over the long term from companies that address the issue. Research shows that regional business leaders feel sustainability is, in fact, profitable and provides them with an edge over rivals.

Read the full report.

Report by Matteo Ceurvels Dec 16, 2021

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