

Experts Signal a Growing Sustainability Backlash — with Stark Regional Divides

Less significant
backlash against
sustainability/ESG

More significant
backlash against
sustainability/ESG

91%
North
America

71%
Europe

38%
Asia-Pacific

60%
Latin America /
Caribbean

61%
Africa /
Middle East

Significance of Current Backlash against the Sustainability Agenda and ESG, % of Experts, 2025

Source: GlobeScan/ERM/Volans *Sustainability at a Crossroads 2025* report (survey of 844 sustainability experts in April and May 2025)