

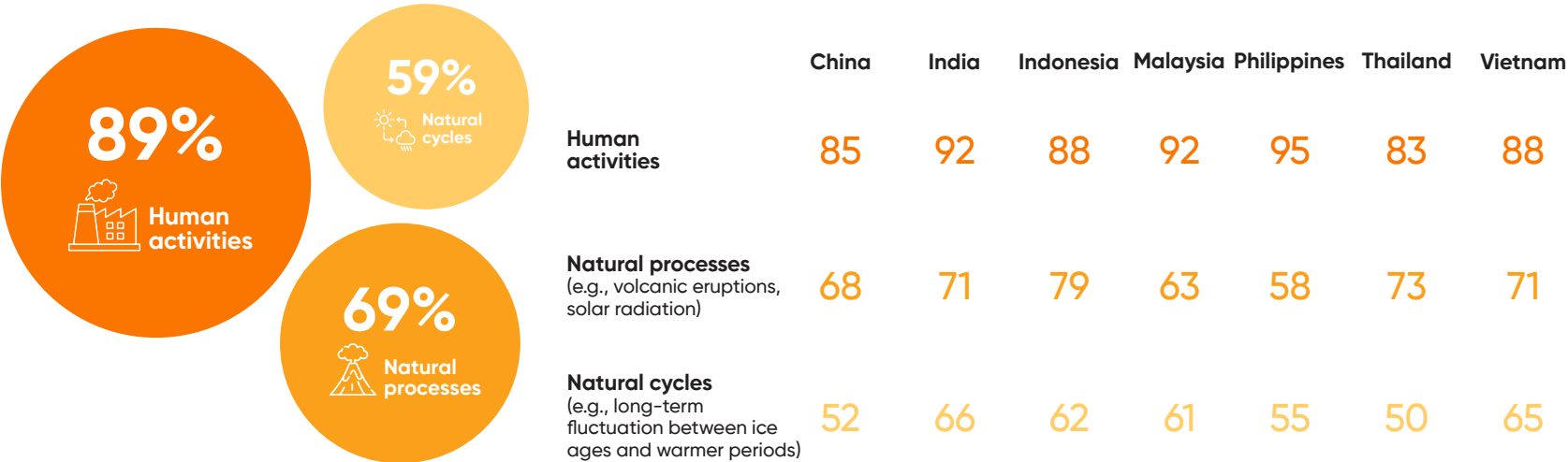
# Climate Change



# 89% of the Emerging Asian middle class view human activities as the primary driver of climate change

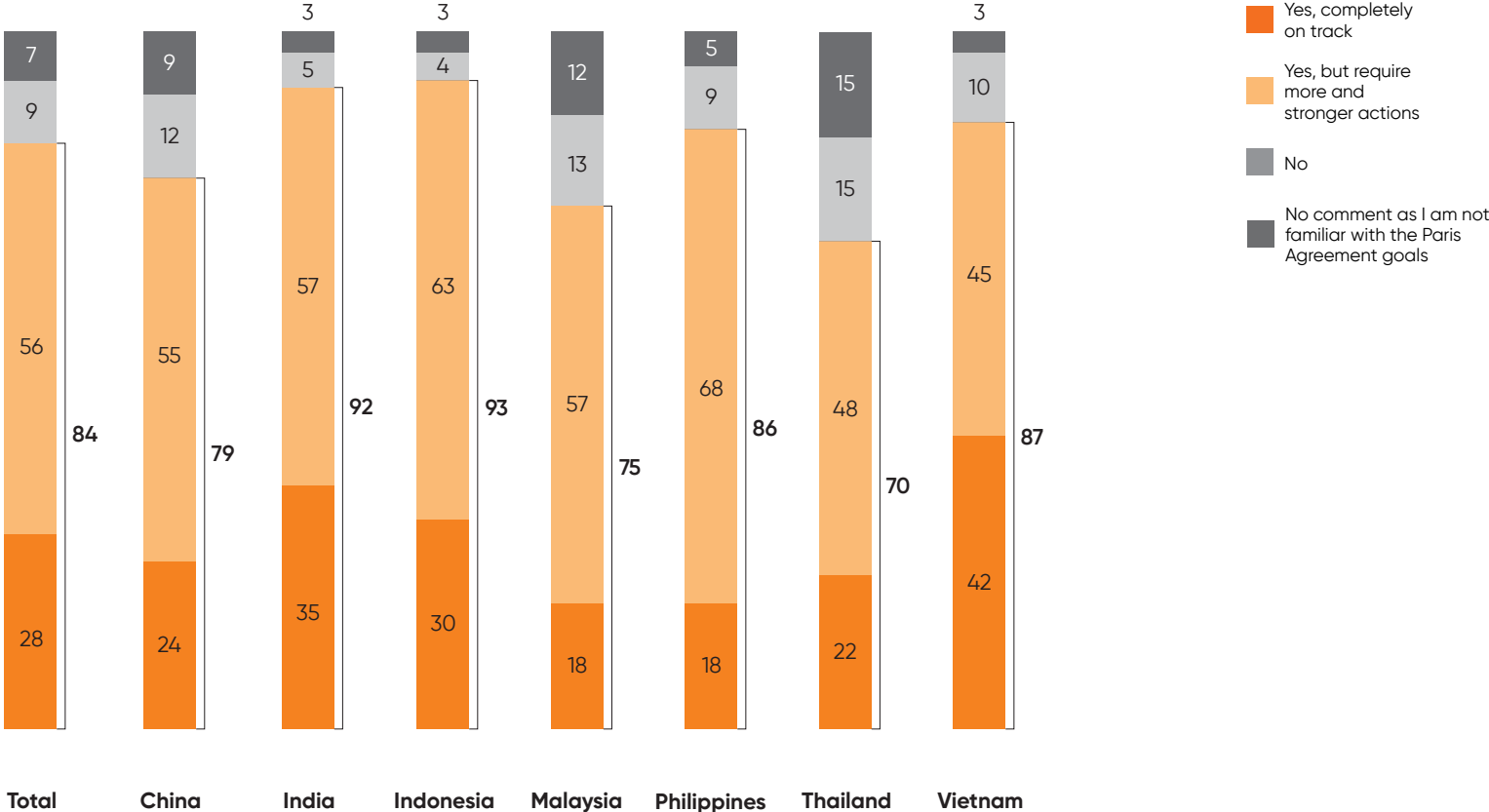
Across all surveyed markets, the middle-class consumers believe that human activity is the primary driver of climate change, followed by contribution from natural processes like solar radiation, and the effect from natural climate cycles.

## Perceived reasons behind climate change (%)



# The vast majority believe the net-zero goals are achievable by 2050, although, 56% believe that more and stronger actions would be needed

## Feasibility of achieving net zero emissions by 2050 (%)



D1. Climate change refers to long-term changes in global weather patterns. What do you think are the reasons behind climate change? | Base: All respondents

D1.2. Do you believe the net zero emission target is achievable by 2050? | Base: All respondents

# Concern about climate change impact grows over time across Emerging Asia

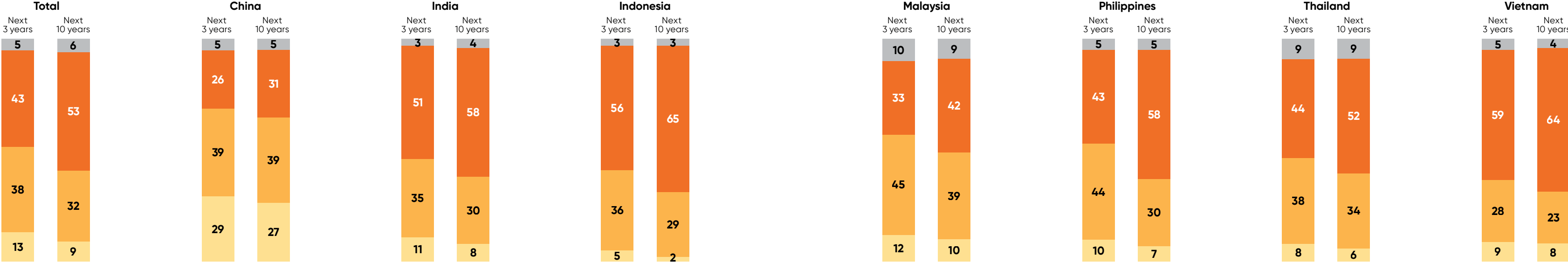
Climate change is not considered only a long term issue. 43% expect climate change to significantly impact their life over the next 3 years (scoring their concern at 8 or above on a scale of 0-10). 53% qualified it as so over the next 10 years.

While fewer than one-third of Chinese consumers view climate change as an existential threat, concern levels are significantly higher across Southeast Asia—though slightly lower in Malaysia.

## Expected impact of climate change on life over next 3 years and 10 years (on a scale of 0-10) (%)

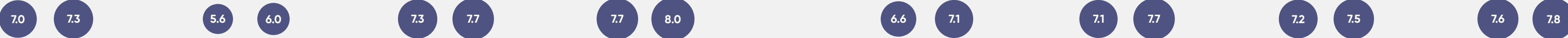
0 represents "no impact" and 10 represents "Existential threat".

0-4 5-7 8-10 Unsure



Mean Score (from scale 0-10)

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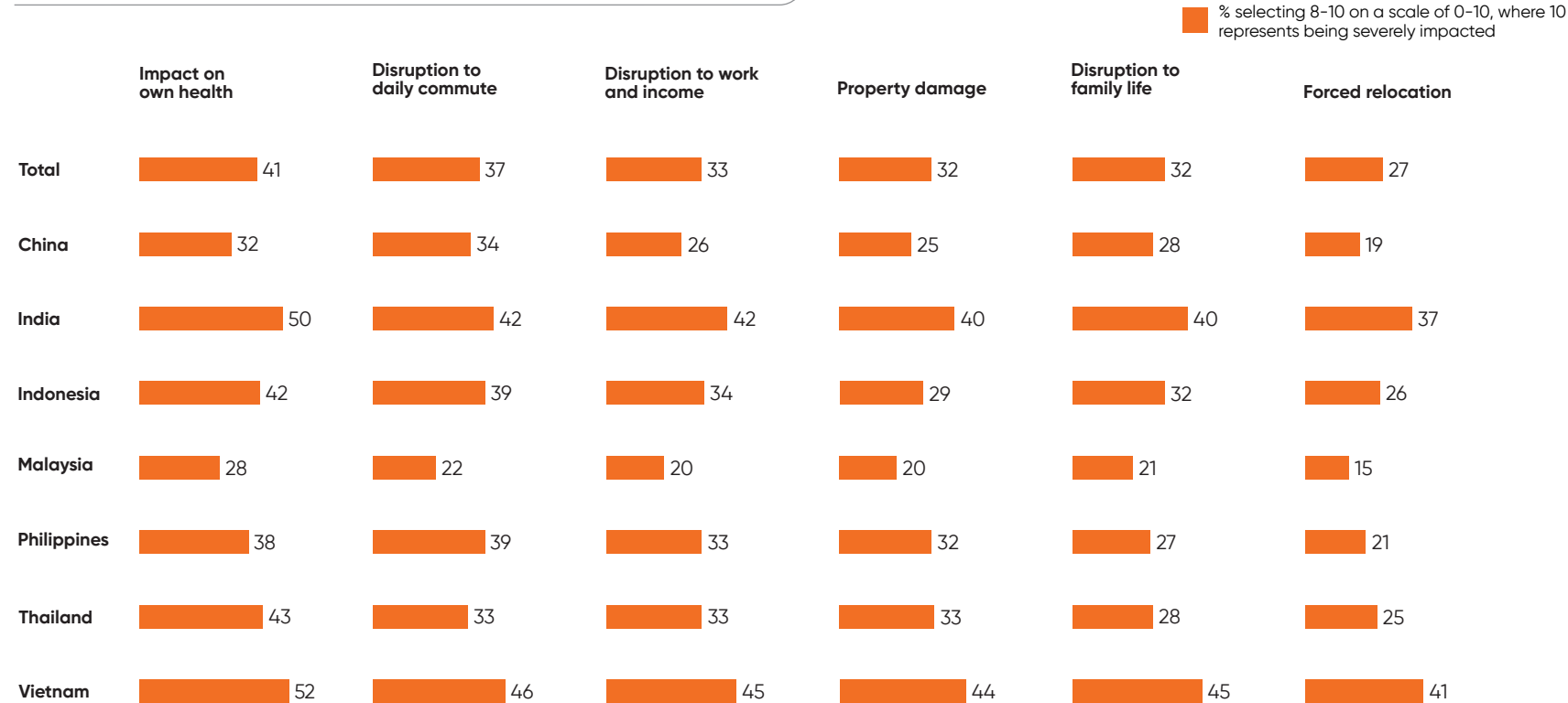


# Extreme weather hits health and commute hardest across Emerging Asia

Health impacts (41%) and disruption to daily commute (37%) are the most commonly experienced consequences of extreme weather events across Emerging Asia.

Vietnam reports the highest overall impact, followed closely by India. Notably, the countries experiencing the greatest impact—Vietnam and India—are also those where more individuals have made lifestyle changes in response to climate concerns.

## Whether extreme weather events have impacted daily life (%)



D3. We have seen an increase extreme weather events over the past years. Have these extreme weather events impacted your daily life? | Base: All respondents  
34 | Peak Re Consumer Survey 2025

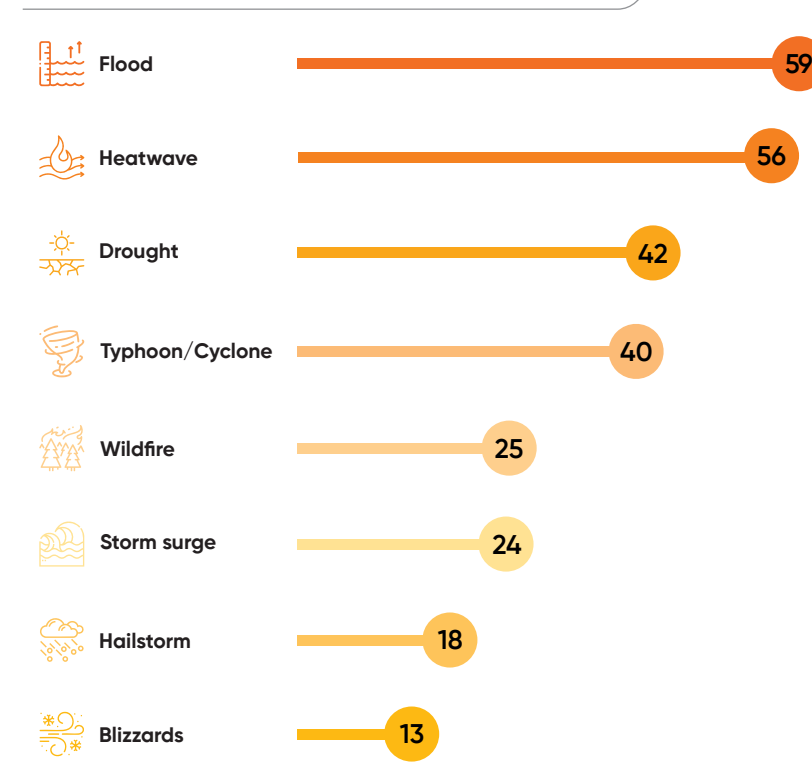
# Floods and heatwaves are the top extreme weather concerns in Emerging Asia

Floods (59%) and heatwaves (56%) are the most commonly cited extreme weather events impacting daily life in Emerging Asia.

Malaysia and Indonesia report the highest concern for floods, while heatwaves are a high concern in Malaysia and the Philippines.

The Philippines stands out with the highest concern for typhoons (79%), showcasing regional variation in climate vulnerability.

## Extreme weather events that had the most impact on work or daily life (total) (%)



## Top extreme weather events that had the most impact on work or daily life (by market) (%)

	1	2	3
China	61 Heatwave	45 Typhoon/Cyclone	43 Flood
India	63 Heatwave	53 Flood	35 Typhoon/Storm surge
Indonesia	69 Flood	61 Drought	56 Heatwave
Malaysia	71 Flood	65 Heatwave	47 Drought
Philippines	79 Typhoon/Cyclone	68 Flood	64 Heatwave
Thailand	63 Flood	49 Drought	48 Heatwave
Vietnam	54 Flood/Drought	40 Wildfire	38 Typhoon

D3.1. Among the different extreme weather events, which has the most impact on your work or daily life? Please select and rank the top 3. | Base: All respondents

# Consumers see governments as most responsible for climate action, followed by individual efforts. The Emerging Asian middle class recognises that addressing climate change requires contribution from all parts of society

A significant 73% of respondents identify governments as key players in addressing climate change, with the Philippines ranking highest at 83% support for government action.

Individuals see themselves as crucial contributors to climate efforts, ranking themselves just behind governments. This sentiment is particularly strong in countries like Thailand, where 69% emphasise citizen action, while in China, individuals view their role as less significant.

Insurer's role in climate action was ranked slightly above 'Banks and investors', but behind 'Real economy firms' overall.



Parties that consumers expect should take more action against climate change (%)

	China	India	Indonesia	Malaysia	Philippines	Thailand	Vietnam
Governments	71	67	78	81	83	76	62
Individual citizens	53	49	62	60	65	69	53
Real economy firms	46	41	34	35	42	35	49
United Nations	37	33	33	35	34	33	40
Insurance companies	37	32	33	33	22	26	28
NGOs or civil societies	29	28	27	24	21	25	26
Academic & researchers	27	20	16	19	21	21	22
Banks & investors	22	19	26	15	13	12	22
Total	17	23	15	13	11	12	21

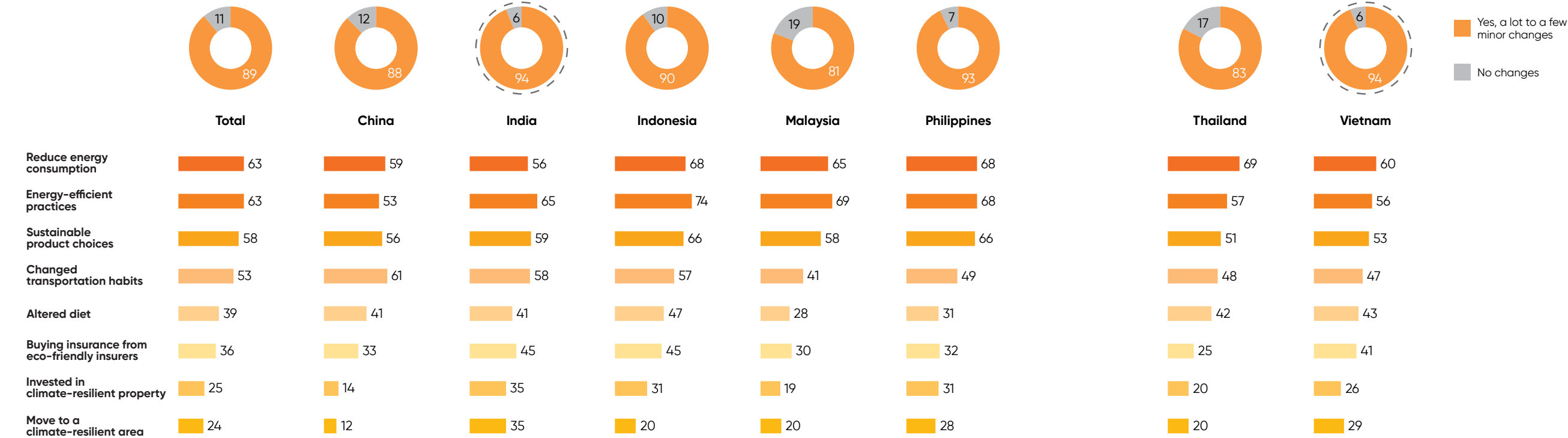
D10. Which of the following parties do you think should take more actions against climate change? Please select and rank top 3. | Base: All respondents

# Vast majority of Emerging Asian middle class have made behavioural changes in response to climate concerns

Consumers in Vietnam and India show the most personal lifestyle changes due to climate change concerns. Top actions include reducing energy use (63%) and adopting energy-efficient practices (60%).

About 1/5 to 1/3 reported relocating to a more climate-resilient area. While low overall, this percentage is substantial.

## Changes in behaviour due to climate change (%)



D2. Have you made any changes in your behaviour, lifestyle or investment choices due to concerns about climate change? | Base: All respondents. | D4. What changes in your behaviours, lifestyles or investment choices have you made as a result of your concerns about climate change? Please select all that apply. | Base: Those coded Yes (code 1/2/3) in D2 (n=7,129)



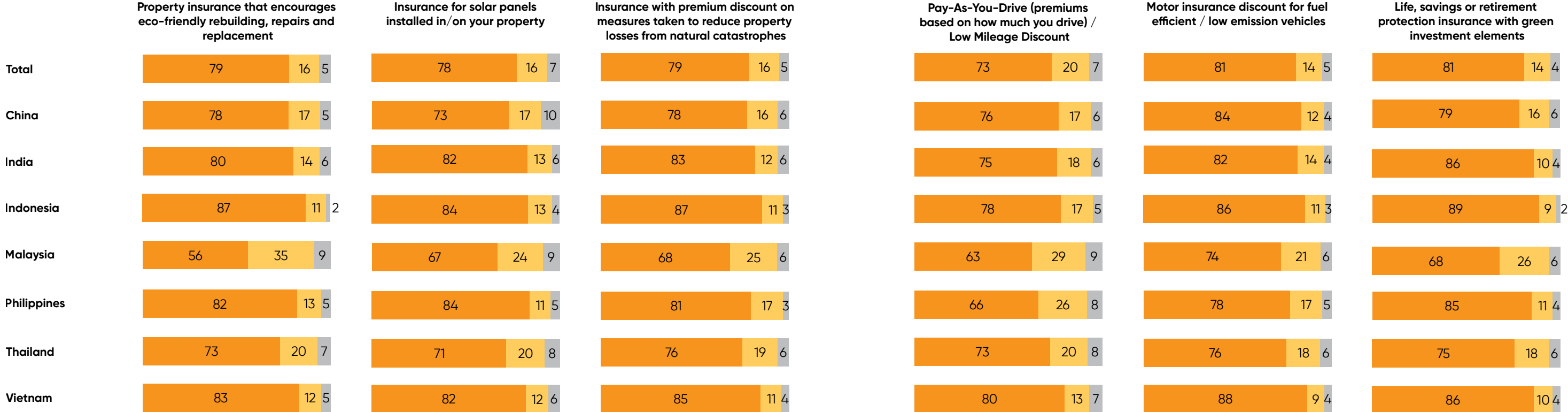
# Strong interest in green insurance products across Asia

Across markets, around 80% of consumers express interest in insurance products that encourage adaptation, mitigation measures, and support for transition finance.

Malaysians showed relatively lower interest for all types of green insurance. This is consistent with Malaysians expecting less impact from climate change and having experienced less disruptions to daily life from extreme weather events.

## Interest in green insurance products (%)

1 represents "Not interested" 5 represents "Very interested" 4-5 3 1-2



D7. Would you be interested in purchasing any of the following types of green insurance products? | Base: All respondents