

# HSBC Sustainability Pulse Survey US Insights

## Key findings

96%

of US businesses believe the climate transition offers a commercial opportunity for their company, saying it's a growing focus (34%) or a key strategic area (62%) (+1 pts vs. global average)

86%

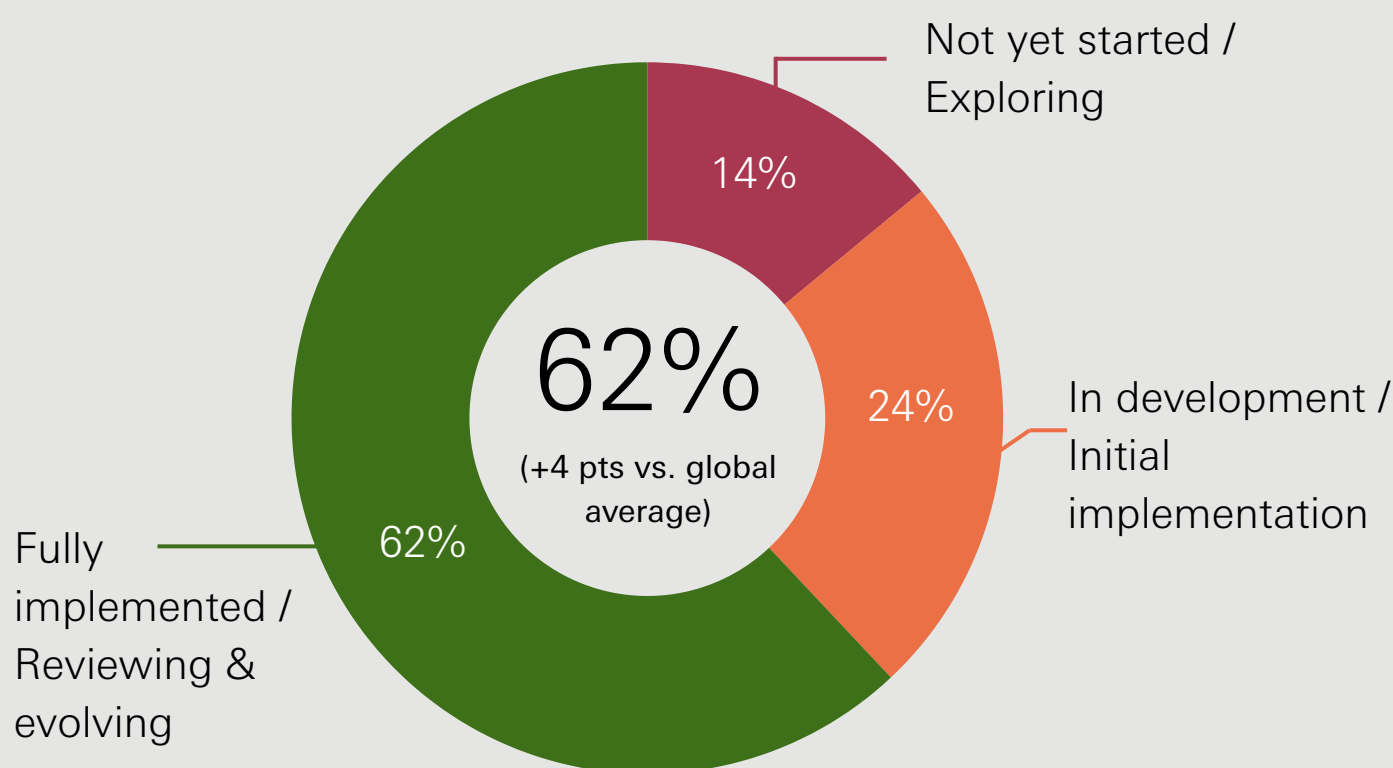
of US businesses are planning on accelerating their approach to the climate transition over the next three years (+8 pts vs. the global average).

69%

of US businesses consider themselves advanced adopters of climate technology and will continue to expand their use of it (+6 pts vs. the global average)

## Strategic priorities

Company's stage of current climate transition plan:



Commitments and priorities:

28%

of US businesses plan on allocating more than 10% of CAPEX to the climate transition over the next three years (-1 pt vs. global average) (+15 pts vs. current allocation).

50%

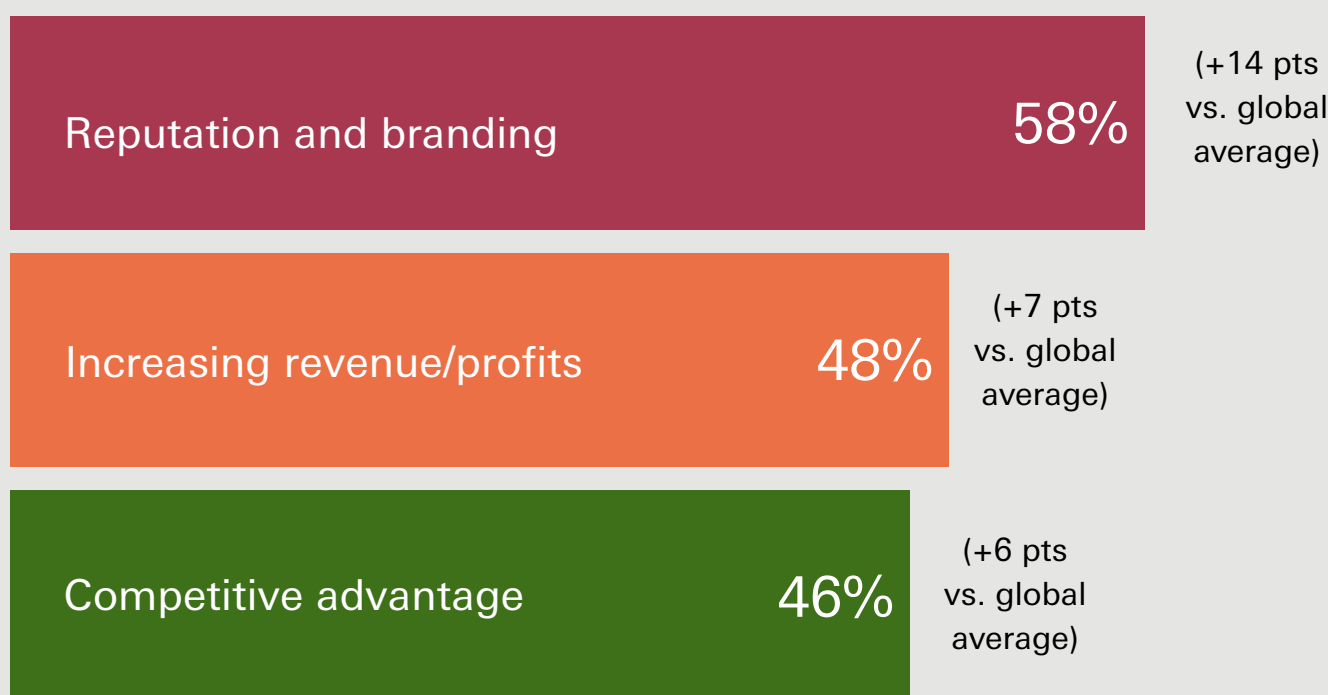
of businesses in the US plan on prioritising sustainable supply chain initiatives over the next three years (+17 pt vs. global average).

50%

of US businesses have already made energy efficiency improvements across buildings, operations, etc. (+6 pt vs. global average).

## Competitive positioning and value creation

Top three expected benefits from climate transition investments over the next three years:



## North American institutional investor insight:

81%

of North American institutional investors believe there is a positive correlation between **sustainability integration** and **long-term financial performance** (+1 pts vs. global average).

79%

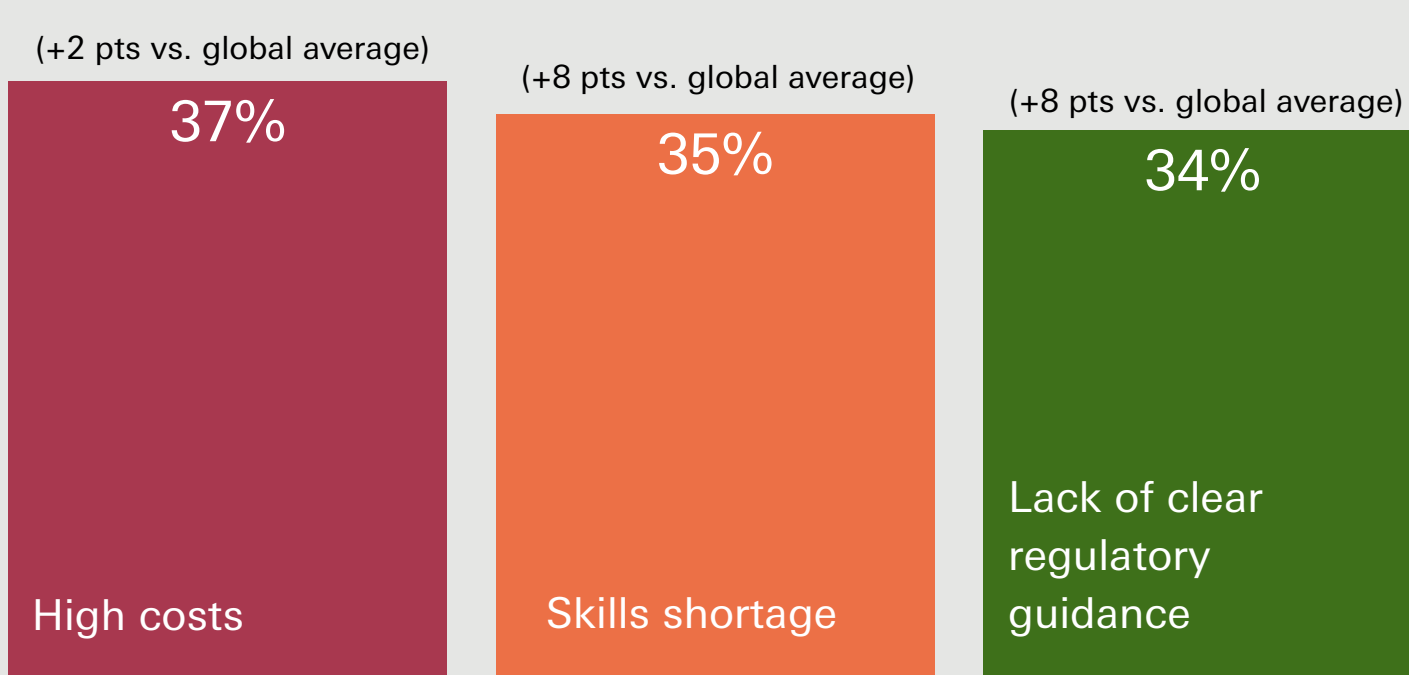
of North American institutional investors believe that companies with **stronger sustainability strategies** are better positioned to **attract long-term capital** (-6 pts vs. global average).

69%

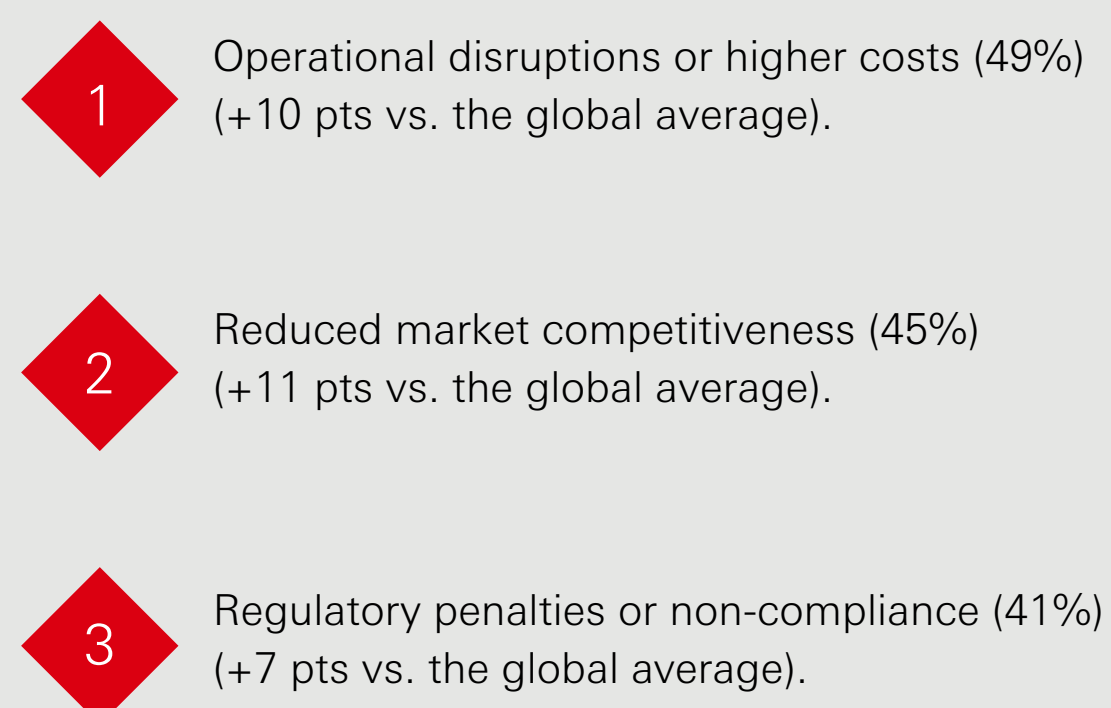
of North American institutional investors say that **climate and environmental issues** will be very or extremely **important** to their organisation's investment strategy over the next 3 years (-4 pts vs. global average).

## Implementation challenges and barriers

Top three challenges US businesses face in initiating/accelerating their climate transition:

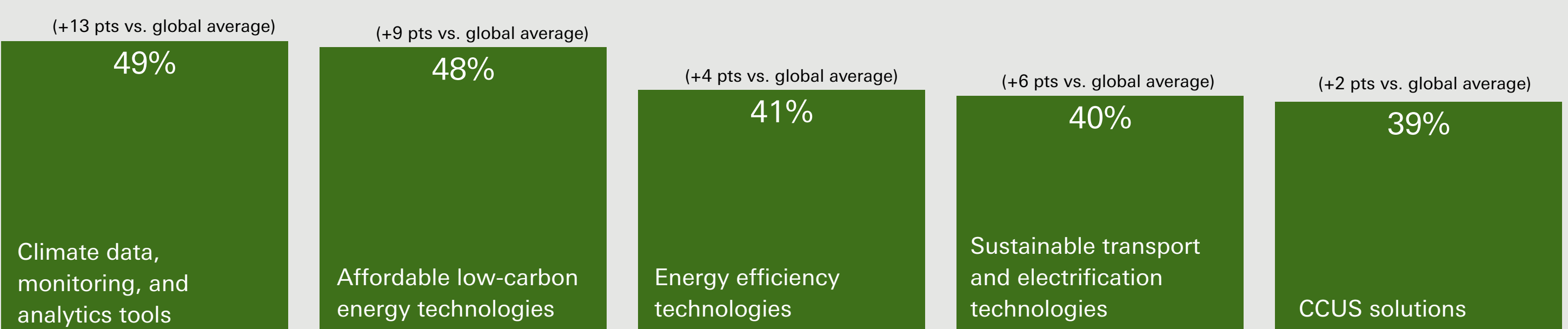


Top three risks US businesses face if they don't meet their climate transition targets:



## Climate technology adoption

High upfront investment cost is the main barrier for US businesses to adopt new climate technology (37%) (+1 pt vs. the global average). Over half (55%) said they want greater availability of affordable financing to help them scale and adopt climate technology (+10 pts vs. the global average). The top five climate technologies US companies need but are currently insufficiently available, scalable or affordable:



Methodology: Online survey 1: 1,651 senior business decision makers responsible for sustainability across companies in 12 global markets (100 in each Australia, France, Germany, India, Indonesia, Mexico, Singapore, UAE, USA, and 250 in Hong Kong, Mainland China, and the United Kingdom) conducted between 17th and 26th September 2025. Online survey 2: 500 global institutional investors, conducted between 22nd September and 26th September 2025. Because of rounding of percentages, some sums may not equal 100%.

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