

New poll shows international boycott of Israeli-linked brands is taking its toll on genocidal regime



Ramallah, June 17 (RHC)-- A recent poll has shown people worldwide are boycotting Israeli-linked brands over the Israeli regime's months-long genocidal war against the Palestinian people in the Gaza Strip.

Since October, Israeli forces have been staging bloody attacks against the defenseless people in the Gaza Strip, mostly innocent children and women, blocking water, food, and medicine to the Palestinian land.

A recent poll published in the latest edition of an annual Trust Barometer report from public relations firm Edelman showed pro-Palestinians around the world, particularly in Muslim-majority countries, have boycotted companies supporting the war on Gaza.



A sizable number of people out of the 15,000 who were interviewed in 15 countries, including the UK, the US, France, India, Saudi Arabia, the UAE and Indonesia, said they were boycotting Western brands viewed as being supportive of the Israeli regime in the war on Gaza.

Gas and oil-rich Persian Gulf Arab states and Muslim-majority countries were leading the way in this regard.

“Several markets in the Middle East and some outside the region are experiencing a meaningful business impact due to the war,” the burger chain stated on LinkedIn.

Meanwhile, corporate leaders of boycotted Western brands were gradually feeling the heavy impact of the Israeli-linked companies’ continuous losses caused by the dropping sales.

McDonald's CEO Chris Kempczinski said earlier this year that sales had been weaker in Muslim-majority countries – such as Malaysia and Indonesia – as well as across West Asia. Kempczinski told the company's market research analysts: "The ongoing impact of the war on these franchisees' local business is disheartening and ill-founded."

Kuwait-based Alshaya Group, which owns the rights to Starbucks in West Asia, decided in March to begin the layoff process of over 2,000 staff members at its shops in the Mena region as a result of consumer boycotts linked to Gaza.

Since Israeli regime forces launched the Gaza genocide on October 7, at least 37,266 Palestinians have been killed, most of them women and children. Also, more than 1.7 million Palestinian people have fled their homes to seek refuge from Israeli brutality.



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