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Consumer Values and Behaviour in the Philippines

Market Direction | 2022-09-28 | 56 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in the Philippines.

Euromonitor's Consumer Values and Behaviour in the Philippines report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Consumer Values market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

Consumer values and behaviour in the Philippines
Filipinos more cautious around spending than global average
All generations enthusiastic about trying new products and services
Consumers have confidence in their long-term investments
Consumers have a far more positive outlook than global average
Higher anticipation of working more in the future than global average
High percentage feel they will work more, but be happier and better off
Community engagement is expected to increase in the future
Concerns over impact of climate change higher than global average
Higher percentage of Gen Z feel that climate change will impact them more
Older generations have more time for home-based hobbies
Air quality and energy efficiency rank highly on desired home features
Access to transport prime concern for Filipino households
High value on home-made food, but ready meals also popular
Biggest barrier to cooking at home is that ordering food for delivery is more convenient
Gen Z have less confidence in their cooking skills
Higher percentage look for healthy ingredients than their global counterparts
Having a job with a strong work-life balance ranks higher than home working
Over half of respondents prioritise a high salary over other incentives
Over a quarter strongly agree that they want to simplify their lives
High percentage of Gen Z rely on online classes and lectures
Shopping is most popular regular leisure activity
Millennials more frequent visitors to the cinema than Gen Z
Higher percentage of Filipinos run or jog 1-2 times a week than walk/hike
Cycling is a popular form of exercise among all generations
Older generations more likely to rely on herbal remedies for stress
Over 75% of consumers try to have a positive impact on the planet
Reducing use of plastics and recycling much higher than global average
Using sustainable packaging is a key green behaviour for all generations
Half of respondents say they are buying less to afford better quality
Baby boomers focus on finding bargains and would rather buy fewer but higher-quality items
Consumers are cutting back on buying non-essential items
All generations cutting back on buying unless absolutely necessary
Highest percentage of consumers expect to spend less on travel/holidays
Intention to increase spend on health/wellness apparent across cohorts
Saving money is high on the agenda for the majority of consumers
Actively managing data sharing and privacy settings above global average
All generations show an inclination to share their data to receive personalised offers
Consumers willing to interact and buy from companies on social media
Older generations like to provide feedback to companies on social media
High weekly use of mobile banking, in-store payments and fitness apps
Millennials most active in regularly using in-store mobile payments

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