

## **Consumer Values and Behaviour in the Philippines**

Market Direction | 2024-06-11 | 56 pages | Euromonitor

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### **Report description:**

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

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.

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Scope

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Consumer values and behaviour in the Philippines  
Consumers have complex ideals, preferences and concerns  
Baby boomers are most concerned about health and safety measures when leaving home  
Filipino consumers enjoy experimenting with novel goods and services  
Baby boomers are more concerned about buying brands that they fully trust  
Filipino consumers' outlook on the future is very positive compared to the global average  
Younger generations are more willing to work longer hours in the future  
While at home, Filipinos frequently connect virtually with friends or family  
Safe location is the most appreciated home feature among Filipinos  
Consumers prefer to prepare their own meals and treats  
Having someone else cook/not having time to cook are major barriers to cooking at home  
Gen X say that someone else living with them is in charge of making their meals  
Healthy ingredients remain top of mind in terms of dietary preferences  
Older generations expect to set their own work hours  
Filipinos primarily desire to attain a lucrative wage  
All consumers aim to uphold a division between their job and private life  
Consumers frequently engage in online social activities  
Gen Z's main leisure activity consists of socialising both online and in person  
Consumers in the Philippines primarily seek a secure place to visit when travelling  
Value for money is top of mind for older generations when planning a trip  
Less strenuous exercise such as walking or hiking is the more popular training routine  
Younger cohorts enjoy using a bicycle as a means of exercise  
Millennials are more actively managing their stress and mental wellbeing  
Consumers are worried about climate change  
Consumers are actively striving for eco-friendly and sustainable habits  
Baby boomers are most active in green behaviours and activism  
Consumers like to browse in stores even if they don't need to buy anything  
Older generations especially like to browse in stores even if they don't need to buy anything  
Filipino consumers endeavour to embrace a minimalist lifestyle  
Younger generations are least concerned about living a minimalist lifestyle  
Consumers are set to increase their spending on health and wellness  
Gen Z expect to increase their spending on experiences the most  
Consumers show apprehension regarding their current financial situation  
Older generations are more concerned about their finances compared to the youth  
Millennials expect to increase money saving the most  
Consumers actively manage data sharing and privacy settings  
Gen Z hold the strongest attitude about remaining anonymous online  
Consumers in the Philippines frequently access social media accounts to edit profiles  
Millennials most frequently use communication or messaging apps  
Gen Z are most active on metaverse platforms  
Consumers in the Philippines follow or like companies' social media feeds or posts  
Millennials are more likely to provide feedback on products or services via social media

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