



# Consumer Values and Behaviour in the Philippines

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Scope

## HIGHLIGHTS

Consumer values and behaviour in the Philippines

## PERSONAL TRAITS AND VALUES

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

## HOME LIFE

While at home, Filipinos frequently connect virtually with friends or family

Safe location is the most appreciated home feature among Filipinos

## COOKING AND EATING HABITS

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

## WORKING LIFE

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

## LEISURE

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

## HEALTH AND WELLNESS

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

## SUSTAINABLE LIVING

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

## SHOPPING

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

## SPENDING

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

## TECHNOLOGY

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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