

Consumer Values and Behaviour in the Philippines

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Abstracts

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.

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.

Contents

Scope

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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