

Consumer Lifestyles in the Philippines

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Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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 landscape in the Philippines 2024

Personal traits and values

Filipino consumers remain concerned about rising unit prices of essential goods

Older generations love spending and prioritizing time with their children

Gen Z most actively involved in political and social issues

Filipino consumers enjoy trying new products and services

Millennials are the most optimistic generation in the Philippines

Personal traits and values survey highlights

Home life and leisure time

Older generations more likely to spend time at home exercising

Gen Z less frequently on social media compared to other generations

Minimalist design highly desirable feature for Gen Z consumers

Older generations prefer living closer to public transport

Filipinos seek relaxation and consider safety when deciding where to travel

Home life and leisure time survey highlights

Eating and dietary habits

Filipinos look for healthy ingredients in food and beverages

Millennials more highly value the convenience that food delivery affords

Filipino consumers usually cook and prepare their own meals

Older generations least likely to be vegetarian or vegan

Baby boomers most willing to pay more for eco-friendly products

Eating and dietary habits survey highlights

Working life

Filipinos expect the companies they work for to prioritise their health and safety

Filipino consumers value a strong work-life balance

Baby boomers less concerned about earning potential than other generations are

Consumers in the Philippines expect to work from home in future

Working life survey highlights

Health and wellness

Filipinos prefer running or jogging, at least once a week

Older generations prefer to go for a massage when stressed

Respondents consider health and nutritional properties the most influential product feature

Baby boomers are the most frequent visitors to health-related or medical sites

Health and wellness survey highlights

Shopping and spending

Filipinos strive to simplify their way of living
Gen Z least interested in visiting shopping malls
Gen X favour unambiguous product labels
Older generations more likely to fix, not replace, broken items
Baby boomers leading by example in their ethical shopping habits
Millennials most likely to follow companies on social media
Gen Z most likely to shop online
Consumers in the Philippines expect to spend more on health and wellness
Older generations more concerned with their current finances
Shopping and spending survey highlights

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