



Consumer Lifestyles in the Philippines

June 2024

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Consumer landscape in the Philippines 2024

PERSONAL TRAITS AND VALUES

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

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

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

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

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

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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