



Consumer Values and Behaviour in the Philippines

June 2025

CONSUMER VALUES AND BEHAVIOURS IN THE PHILIPPINES

Scope

HIGHLIGHTS

Consumer values and behaviour in the Philippines

PERSONAL TRAITS AND VALUES

Philippine consumers prioritize taking precautions for health and safety when leaving home

Baby Boomers are concerned that the cost of everyday goods are increasing

Consumers in the Philippines enjoy researching brands and services they frequently use

Younger generations only purchase items from companies and brands that they trust

Consumers expect they will be happier than they are now

Younger generations anticipate an improvement in their quality of life

HOME LIFE

While at home, consumers in the Philippines connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in the Philippines prefer to prepare meals for themselves

Consumers say that another member of the family usually prepares meals for them

Younger generations assert that cooking meals comes with too high price tag

Filipinos look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to have the capability of performing job duties remotely

Filipinos primarily desire to attain a lucrative wage

Filipinos say they maintain a clear separation between their professional and personal life

LEISURE

Filipinos prefer interacting with their friends virtually

Gen Z like engaging in personal interactions with friends

Consumers in the Philippines primarily seek safe destination when travelling

Older generations expect getting the most value for money options when on vacation

HEALTH AND WELLNESS

Consumers participate in walking or hiking

Younger generations engage in other demanding physical exercises

Consumers in the Philippines are interested in massages

SUSTAINABLE LIVING

Consumers in the Philippines are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to opt for packaging that is sustainable and environmentally conscious

SHOPPING

Consumers love searching for discounts

Older generations love searching for discounts

Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary

Baby Boomers frequently search for affordable and store-brand items

SPENDING

Filipinos expect to increase spending on health and wellness

Younger generations foresee increasing spending on groceries the most

Filipinos are concerned about their current monetary status

Younger generations say they have sufficient funds accessible to handle any unforeseen crisis

Saving money remains top priority in future

TECHNOLOGY

Filipinos proactively oversee the sharing of data and privacy preferences

Younger generations say that it is important to cultivate their personal brand online

Consumers check or refresh profiles on a social media platform

Gen Z regularly examine opinions shared by buyers on products or services

Younger generations most frequently purchase something online

Consumers show support for companies by following their social media updates

Gen Z most active in buying something via social media platforms

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