



Euromonitor
International

Philippines: Consumer Profile

January 2025

Table of Contents

INTRODUCTION

Scope

Key findings

Key drivers affecting consumers in the Philippines in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Manila dominates as the most populous city in the Philippines

Generation Z leads a youthful demographic profile in the Philippines

Rising obesity and health risks drive consumer focus on wellness in the Philippines

Tomorrow 2040: Gen Alpha emerges as the largest cohort amidst ageing population

Slowing growth shifts demographic focus to younger generations

Urbanisation accelerates, boosting workforce in key Philippine cities

Opportunities for growth

POPULATION AND SOCIETY

Case study: Pickup Coffee's expansion and mobile app launch

HOUSEHOLDS AND HOMES

Today 2023: Households with children dominate as single person households grow rapidly

Shift towards smaller family sizes as single person households grow

Safety and air quality top home preferences amid rising housing costs

Tomorrow 2040: In contrast to the global trend, couples with children will thrive

Ageing and male-dominant household heads define future demographics

Digital connectivity and personal computer possession to surge by 2040

Opportunities for growth

Case study: MySolutions brings Orvibo smart home products to the Philippines

INCOME AND EXPENDITURE

Today 2023: Middle class expands to nearly 29% as income inequality remains high

Inflation drives up costs of essential goods, prompting spending cuts in the Philippines

Generation X leads spending increase, prioritising health and wellness

Tomorrow 2040: Disposable income growth and minor improvements in equality

Youth income growth accelerates as high earners shape luxury consumption

Rising consumer expenditure led by leisure and Manila's dominance in 2040

Opportunities for growth

Case study: Jollibee introduces new value meals to address economic constraints

LIFESTYLES

Key findings of consumer survey

Older generations prioritise value for money and health properties in spending preferences

Rising costs drive Filipino consumers to prioritise bargains and quality

Environmental concerns drive consumer values especially among Baby Boomers

Limited financial security concerns drive cautious spending among Filipinos

High salary top priority for all generations except for Baby Boomers

Opportunities for growth

LIFESTYLES

Case study: IWG's expansion of flexible workspaces

CONCLUSION

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/philippines-consumer-profile/report.