



Euromonitor
International

Consumer Lifestyles in the Philippines

October 2026

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CONSUMER LANDSCAPE

Consumer landscape in the Philippines 2026

PERSONAL TRAITS AND VALUES

Personal traits and values

Filipinos feel worried about the rising cost of everyday goods

Time with children is prioritised by Gen X

Consumers say that their identity is acknowledged and embraced by the broader society

Consumers in the Philippines extensively research the products and services they consume

Millennials prepare to have a greater amount of time available for personal use

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually is a popular Gen Z home activity

Respondents visit or update social networking sites at least weekly

Consumers look for value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in the Philippines look for healthy ingredients in food and beverages

Baby Boomers are most likely to state someone else cooks for them

Millennials and Gen X are most likely to eat snacks while at work

Baby Boomers closely read nutrition labels

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials want to work for a company that prioritises employee health and safety

Consumers want to have a job with a strong work-life balance

Millennials seek to have a sense of assurance in job position

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in the Philippines participate in walking or hiking

Massage remains a popular stress-reduction measure

Filipinos consider health and nutritional properties to be the most influential product feature

Millennials are the most likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers enjoy discovering good deals

Baby Boomers love exploring shopping malls

Gen Z seek products with easy to understand labels

Older generations make a conscious choice to support local businesses

Filipinos often share/swap items or services

Younger generations often share opinions about a companies' products online

Older generations use a price comparison websites

Filipinos set to increase spending on health and wellness the most

Older generations are uneasy about their current monetary status

Shopping and spending survey highlights

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