Euromonitor International

Consumer Values and Behaviour in the Philippines

September 2026

Scope

HIGHLIGHTS

Consumer values and behaviour in the Philippines

PERSONAL TRAITS AND VALUES

Consumers take health and safety precautions when leaving home
Baby Boomers believe society accepts their identity
Consumers in the Philippines carry research on the products and services they buy
Younger generations purchase items from companies and brands have absolute trust in
Consumers in the Philippines expect to be happier in future
Younger generations expect that their lives will be better in the next five years

HOME LIFE

At home, consumers in the Philippines exercise

COOKING AND EATING HABITS

Filipinos prefer to cook or bake themselves
Over 40% of consumers state someone else typically cooks for them
Millennials state that ordering food for delivery is more convenient
64% of consumers look for healthy ingredients in food and beverages

WORKING LIFE

Baby Boomers look to establish their own working schedule
Filipinos primarily desire to earn a high salary
Consumers in the Philippines say they uphold a division between their job and private life

LEISURE

Filipinos connect with friends through digital means
Younger generations are more likely to shop for leisure
Consumers in the Philippines primarily focus on value for money when planning a trip
Older generations aim for a safe destination when planning a trip

HEALTH AND WELLNESS

Filipinos walk or hike for exercise
Younger generations take part in other rigorous physical exercise
Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers are worried about climate change
Older generations are more likely to reduce plastic use
Consumers are motivated to employ eco-friendly materials for packaging

SHOPPING

Consumers would rather buy fewer, higher quality items
Baby Boomers have a fondness for great bargains
Over 40% of consumers attempt to adopt a minimalist way of living
Generation X are most willing to buy second-hand items

SPENDING

Consumers in the Philippines would like to increase spending on health and wellness
Younger generations foresee increasing spending on education
Many Filipinos are capable of routinely saving some of their salary
Older generations are more concerned about their current financial situation

Younger consumers intend to save money over the next 12 months

TECHNOLOGY

Consumers proactively oversee the sharing of data and privacy preferences
Younger generations prefer to communicate online
Many consumers update social media profiles daily
Millennials regularly watch videos online
Younger generations are most likely to remotely monitor or control home appliances
Over half of consumers engage with businesses' social media content
Millennials are most likely to buy products on a social media platform

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