

Decoding Consumers of 2025

As in previous years, we anticipate that domestic consumption will remain strong, benefiting the wholesale and retail trade sectors, as well as the overall economy. To help retailers and traders plan for the next months, we have compiled the key consumer values and behaviors that influence how Filipino consumers choose their next purchase.

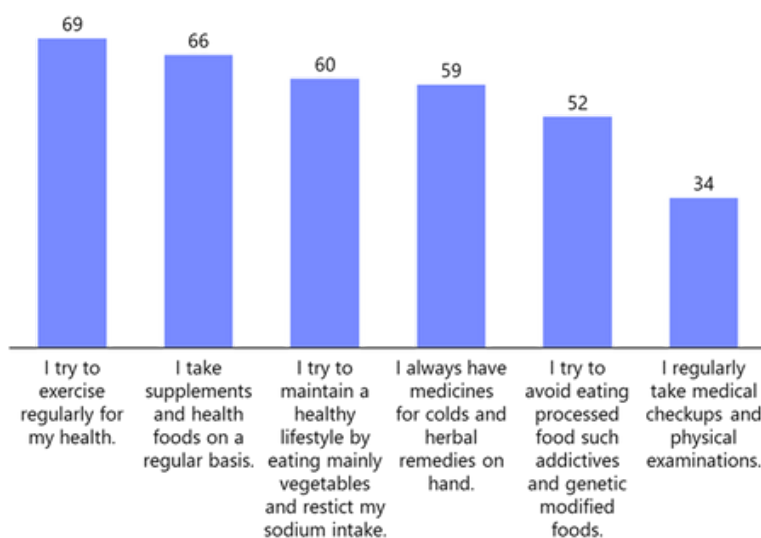
1. Health-consciousness amongst Filipino consumers

From prioritizing health advantages over taste and price when purchasing food^[1] to exercising regularly for health^[2], we anticipate that more Filipinos would cross off their resolution list and begin consciously embracing healthy lifestyles in 2025.

This is a welcomed change for healthcare businesses, such as HMOs, which rely on clients to take proactive efforts toward preventive care and healthy lifestyles. This behavior may also present an opportunity for food makers and retailers to introduce healthier alternatives to traditional food products, as well as emphasize an existing health advantage. For instance, they may recommend a less-sodium diet for people with high-blood pressure or vegetable-based products for children.

Figure 1. Health Perception of Filipino Consumers

(Figures show % of Filipino respondents who agree to the following statements)



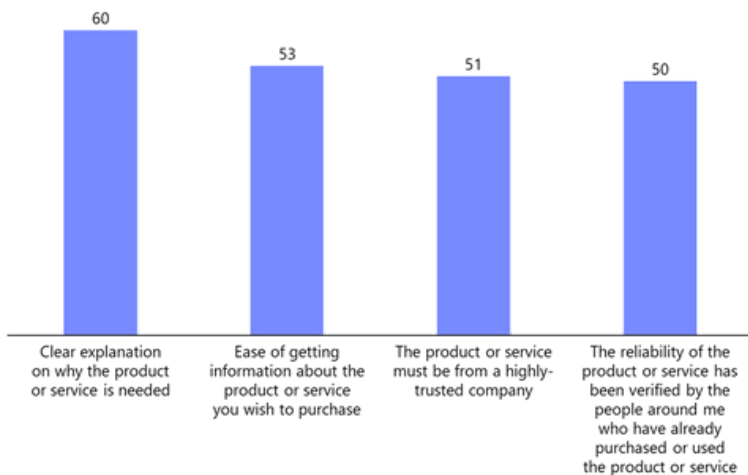
2. More critical consumers

Filipinos are astute shoppers, who conduct research before making a purchase^[3]. They do not always prioritize price, but rather if the price is reasonable given the quality and features^[4].

As a result, retailers and manufactures must make product information easily accessible and available in a variety of formats. Word-of-mouth, paired with the internet, remains a powerful marketing tool to target Filipino consumers who rely on genuine user reviews and product evaluations posted on blogs, social media, and websites^[5].

Figure 2. Factors before purchasing a product that are considered very important on influencing purchasing behavior

(Figures show % of Filipino respondents who agree to the following statements)



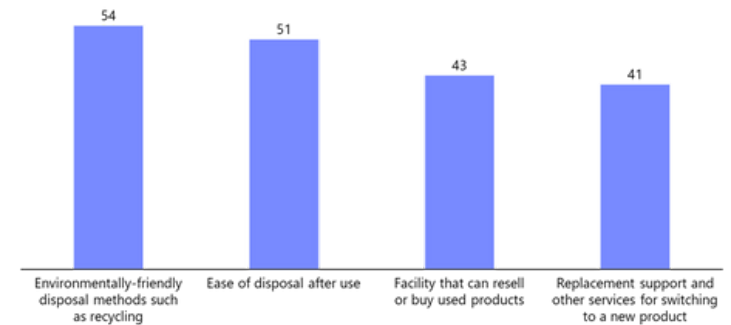
3. Sustainability is still in

Beyond purchasing environmentally-friendly products^[6], Filipino consumers are now considering how to extend the product’s life and dispose of it correctly.

Promotions that provide buy-backs for used products, such as those offered by some mobile phone companies, as well as replacement support, are becoming increasingly significant to Filipino consumers. Retailers and manufacturers may wish to consider establishing a facility that may resale or accept unwanted products for proper disposal and recycling. Fashion retailers such as Uniqlo and H&M have already employed similar schemes to upcycle unwanted garments collected from their stores.

Figure 3. Factors after product-use that are considered very important on influencing purchasing behavior

(Figures show % of Filipino respondents who agree to the following statements)



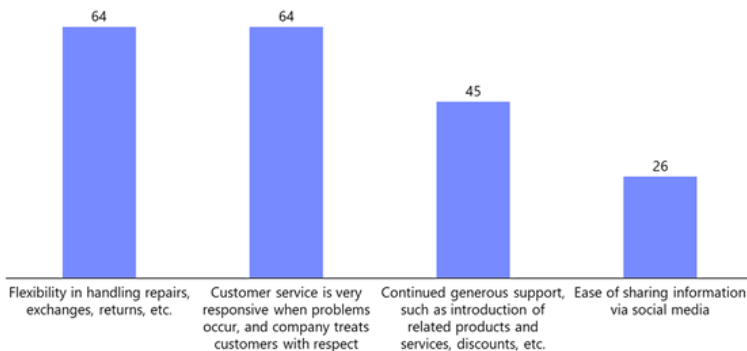
4. Reliable after-service

In the midst of growing popularity of chatbots and AI-powered customer care, all Filipino consumers want is dependable after-sales service. Filipino consumers value customer service that is prompt and treats them with respect. This could be a request to improve templated customer service messaging and trainings for better case handling.

Furthermore, Filipino consumers prefer shops who provide flexibility in terms of repairs, exchanges, and returns, as well as ongoing after-sales service.

Figure 4. Factors related to after-service that are considered very important on influencing purchasing behavior

(Figures show % of Filipino respondents who agree to the following statements)



[1] Based on our survey, 31% of Filipino respondents prioritize health benefits more than taste and price when choosing a food product.

[2] 69% of the surveyed Filipino respondents agree that they try to exercise regularly for their health.

[3] 67% of surveyed Filipino respondents agree that they gather a lot of information before buying a product.

[4] 67% of surveyed Filipino respondents carefully consider whether the price is right for the quality before buying.

[5] 75% of surveyed Filipino respondents research user reviews on product service and evaluation on the internet.

[6] 51% of surveyed Filipino respondents agree that they consider environmental protection when purchasing and using products and services.

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Ayra is a Senior Consultant under Business Strategy Sector of Nomura Research Institute (NRI) Singapore - Manila Branch. She specializes in business analysis and steering, management reporting, and forecasting.

Ayra has a demonstrated history of working in Tax and Controlling (Finance). Prior to NRI, Ayra has worked to Nestle Philippines as Regional Sales Controller for Grocery Sales and Commercial Development Team. She was also a Business Controlling Analyst at Henkel, where she covered the Beauty Care unit in North America and APAC.

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