

POST-LOCKDOWN CONSUMER HABIT SHIFTS 2022



FEBRUARY 16 2023

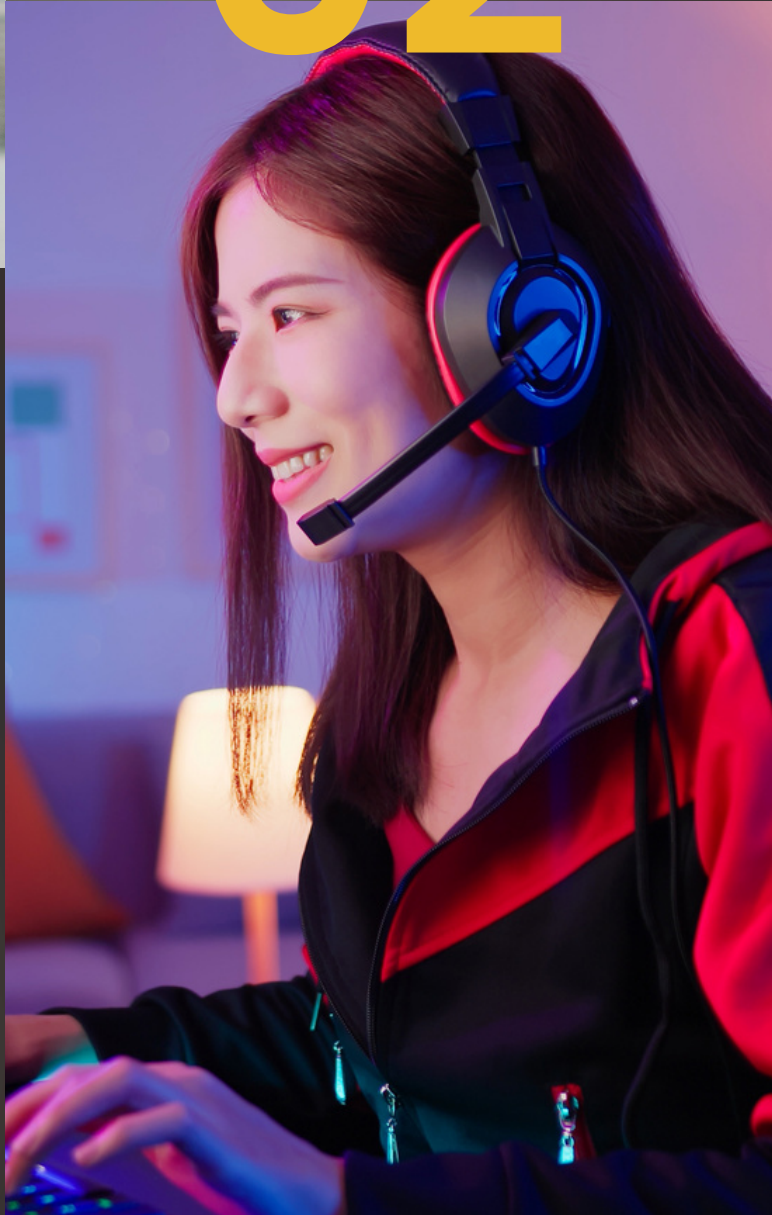


01

Mobile
Phone Use

Gaming

02



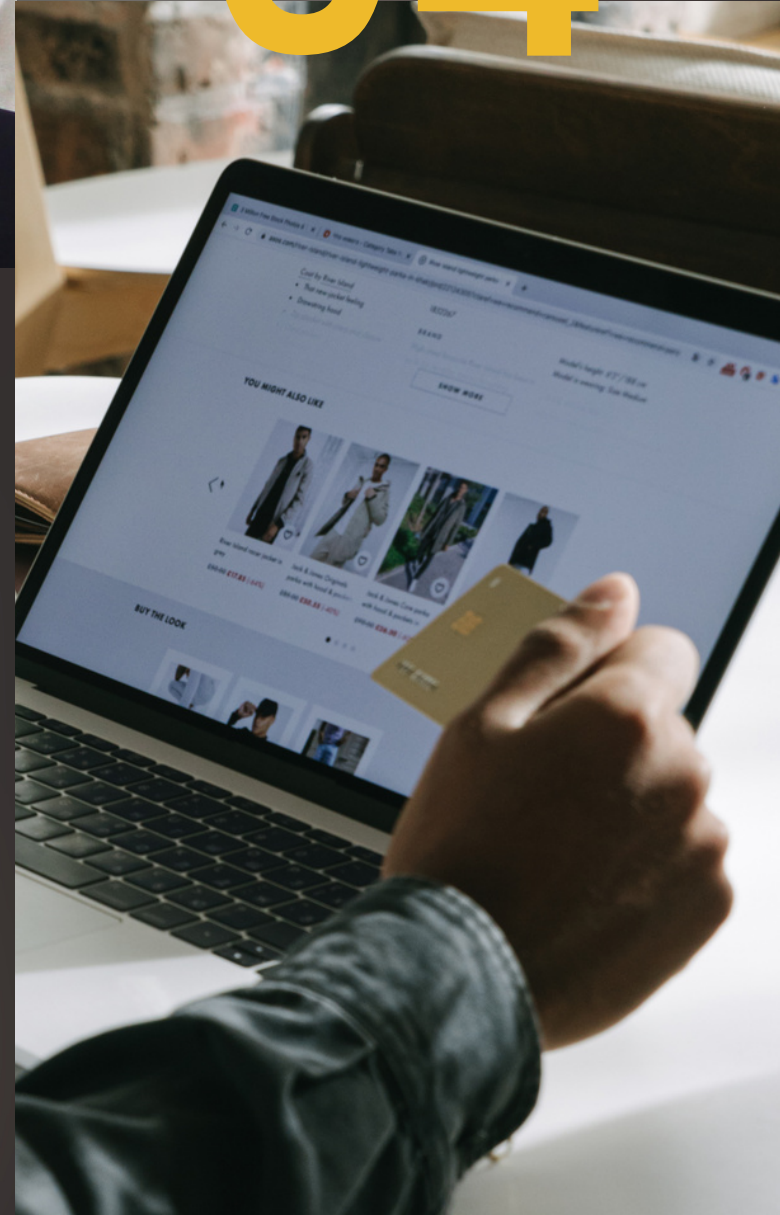
03

Video
Calling



Online
Shopping

04



05

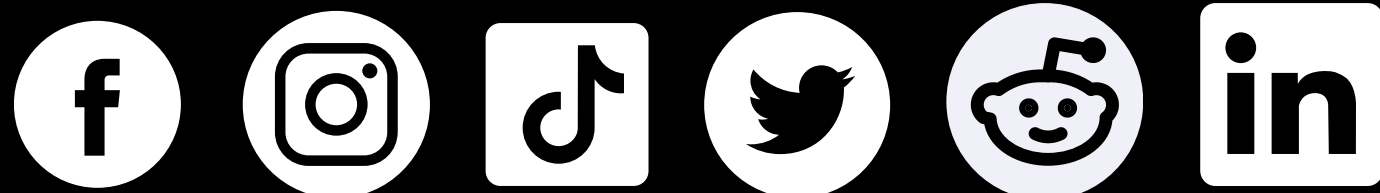
Optimistic
Future



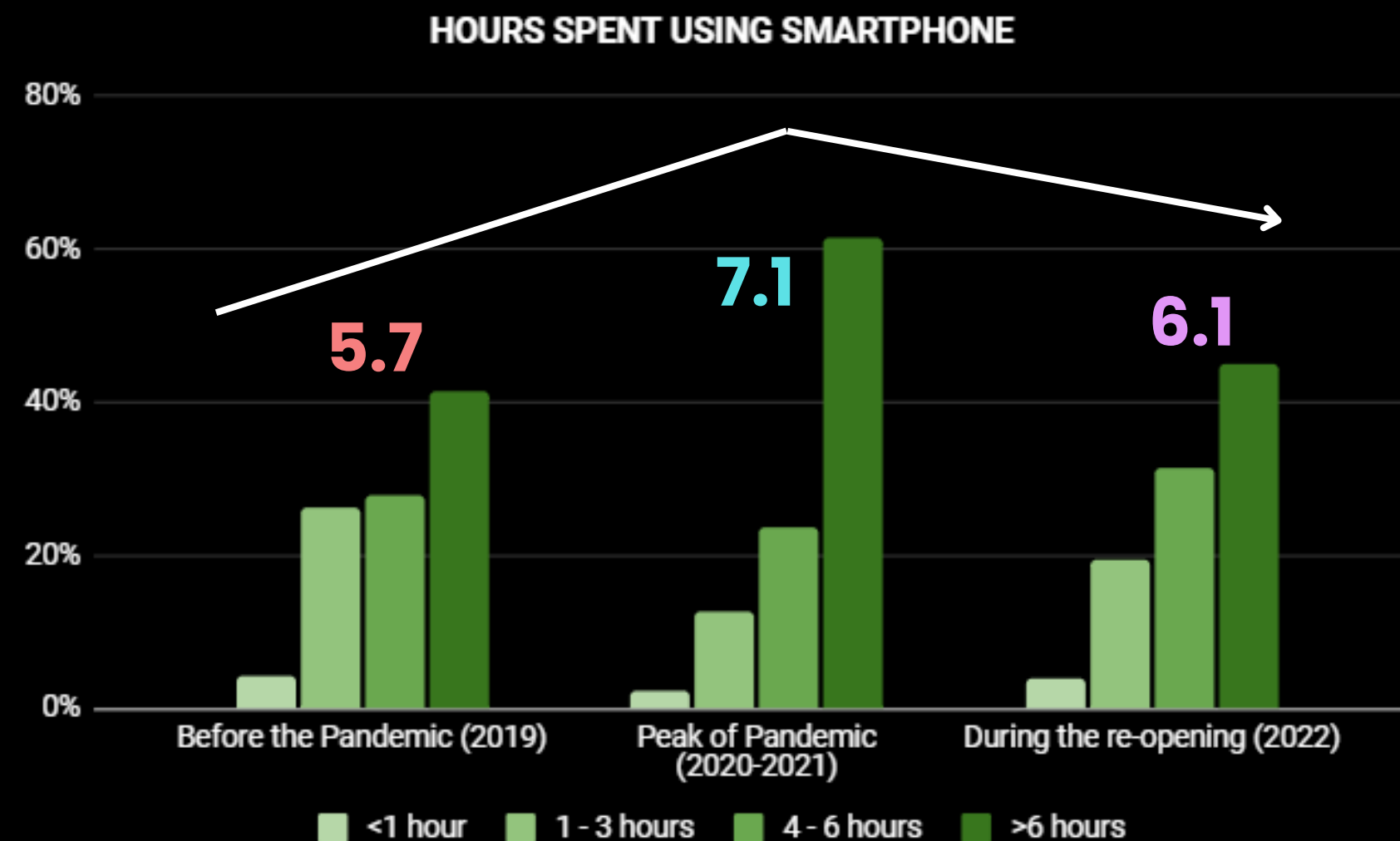
01

Social Media use going down 40% from lockdown number peaks

Social Media Rankings did not change across all age groups
(Facebook conversion efficiency down 12% after lockdowns)



After being locked up with their phones all-day, people are now using less of their mobiles



01

After being locked up with their phones all-day, people are now using less of their mobiles

Watched Online

Watched on TV

People are shifting their news sources from online to TV and entertainment from TV to online

With the fear of fake news as a main factor, people are moving towards watching more news from TV

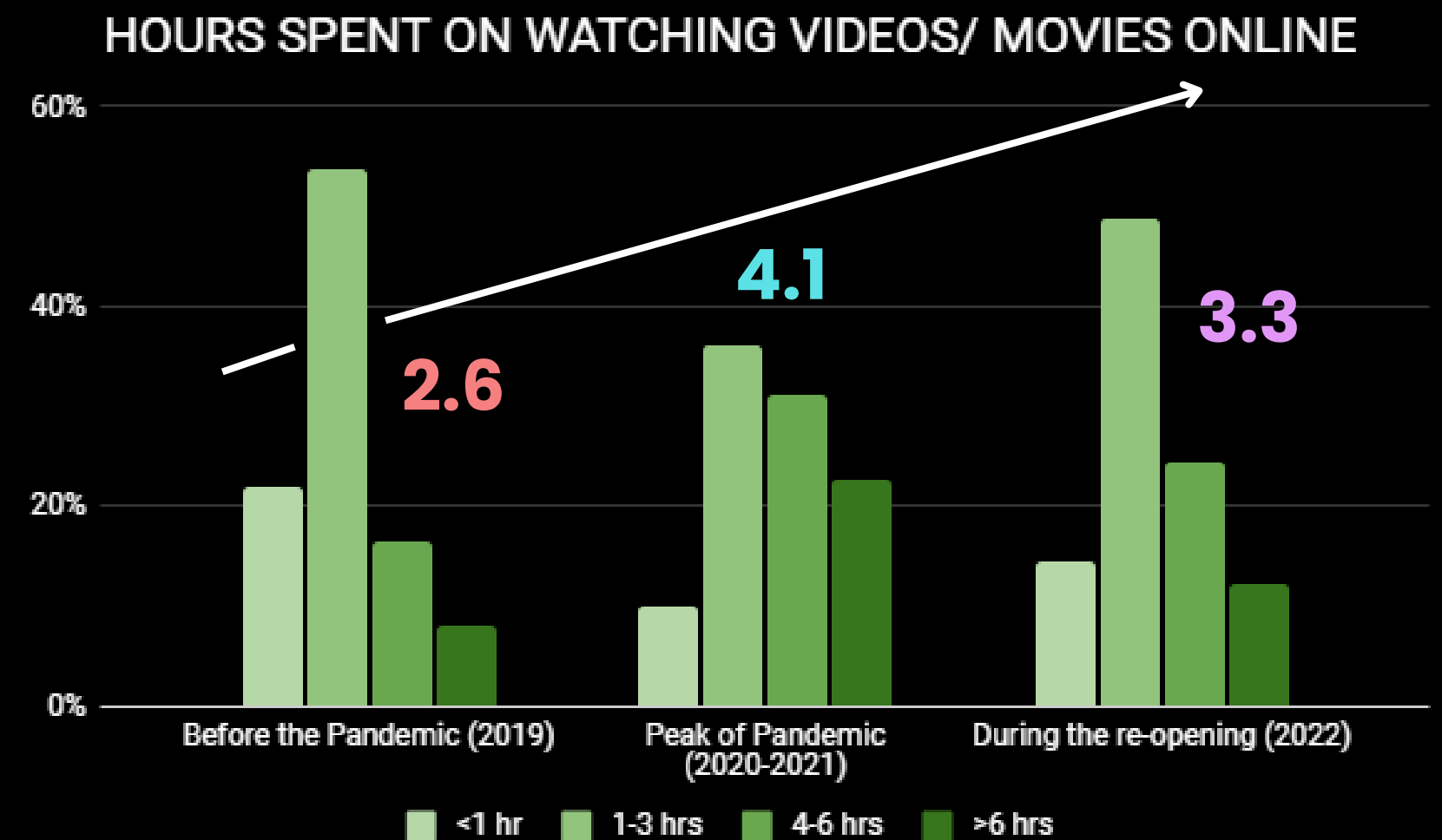


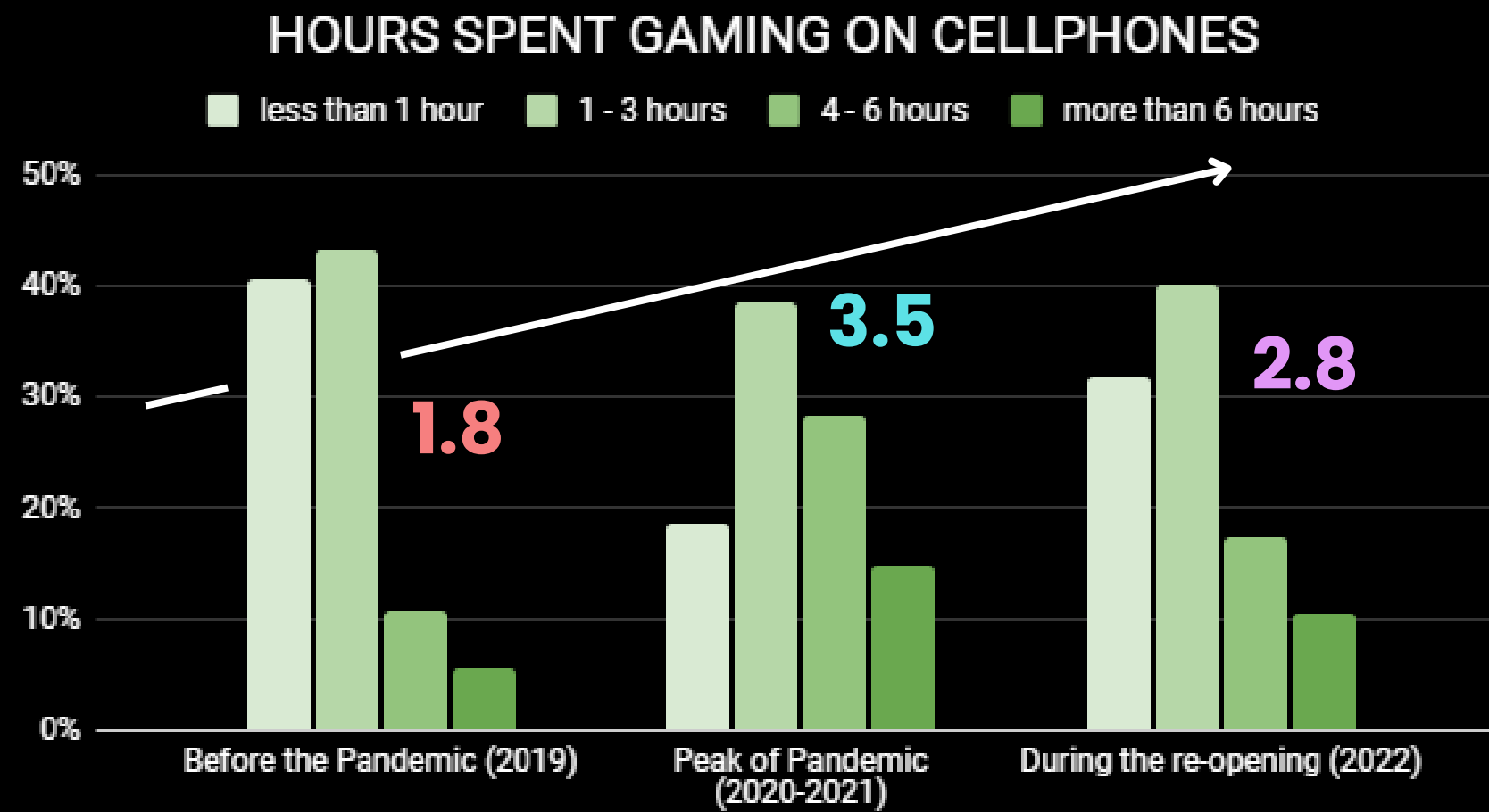
01

Online platforms are eating towards TV, Netflix overtakes Youtube as preferred channel

Watching TV dropped by 30% during the lockdowns of the pandemic – shifting towards watching in their mobiles : "Carving out their room in a small place" and continues even after restrictions were lifted.

After being locked up with their phones all-day, people are now using less of their mobiles



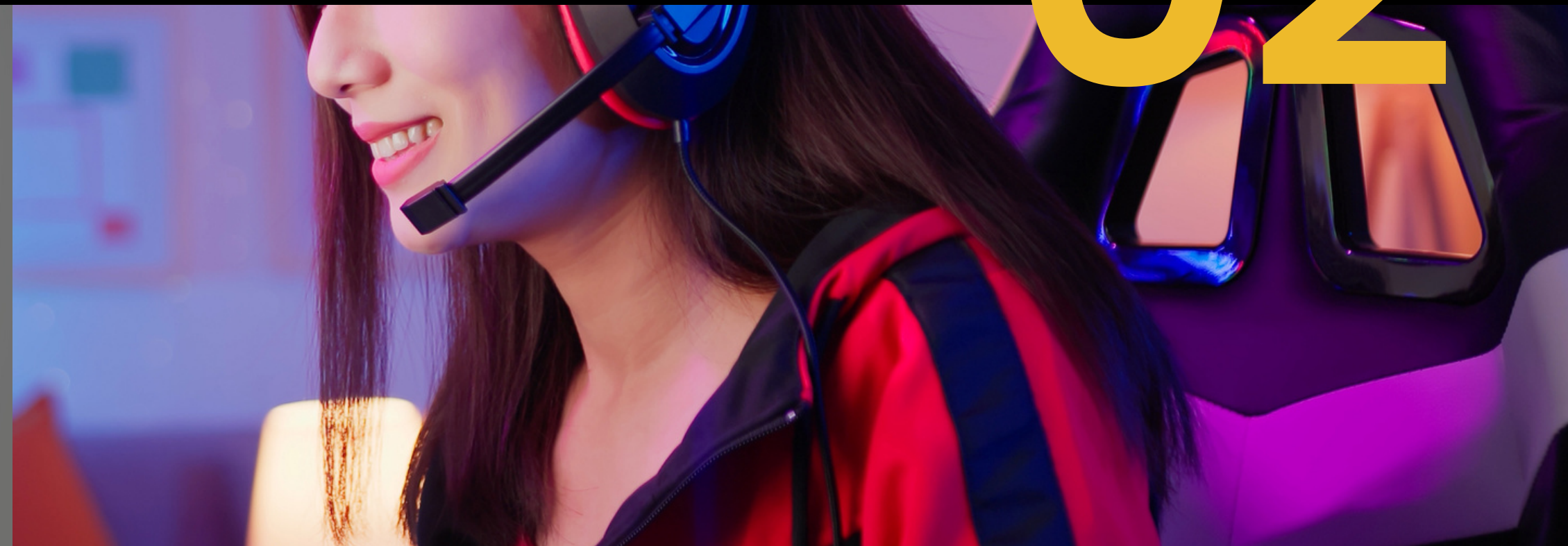


Gen X and Gen Z women has gaming as their 4th most popular activity jumping 6 spots from pre-pandemic levels

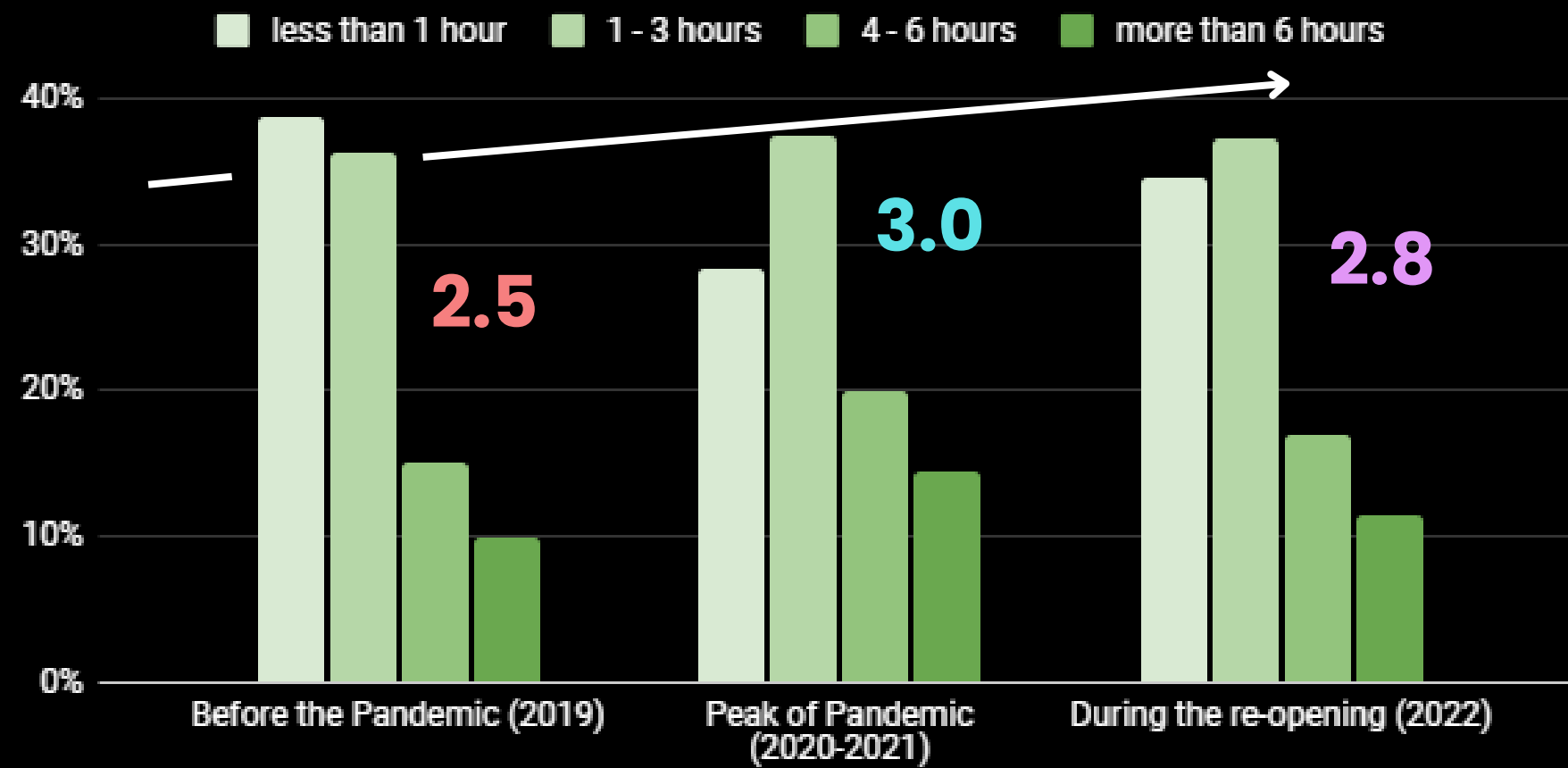
During lockdowns, gaming was an opportunity for Gen X and Gen Z women to connect with their male family members and love ones, but continued to stay even after the easing of restrictions

02

Gen X and Z women are getting into gaming



HOURS SPENT ON DESKTOP/LAPTOP GAMING



Laptop and PC gaming is still mainly male, Gen Y and Z

With the increase of online purchases for Laptops and Gaming rigs during the lockdown which recorded an all time high in sales in the category, we see an increase in consumer trust for high value online purchases.

02

Gen X and Z women are getting into gaming

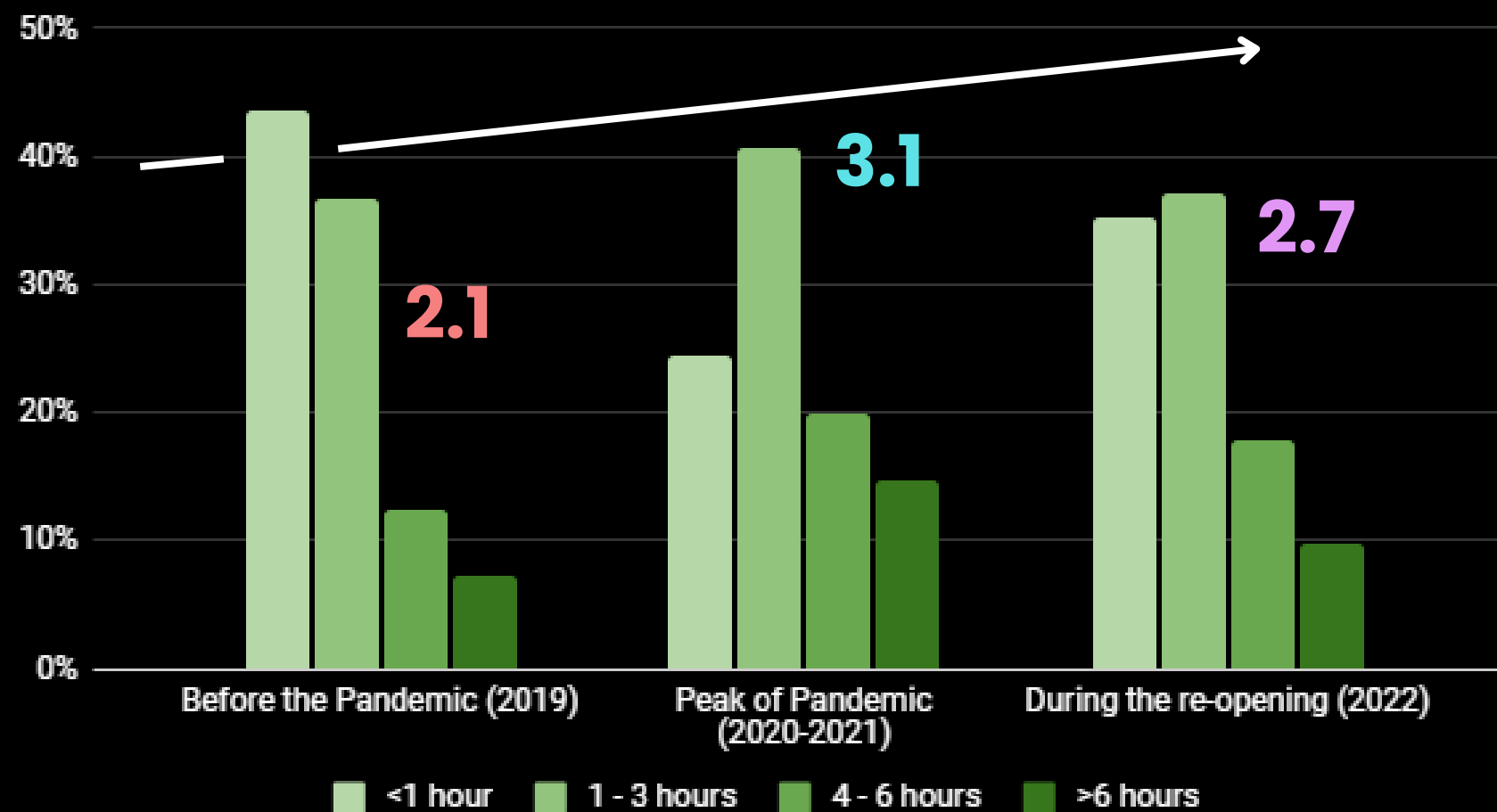


Video calling entered center stage during the lockdowns and is not leaving soon.



03

HOURS SPENT DOING VIDEOCALLS



60% of Video Calls made are non-work related

With being free as the main reason alongside the ability to see someone live, video calls are trending towards taking over voice calls, specially on Gen Y and Gen X females.

Video calling entered center stage during the lockdowns and is not leaving soon.



03

The Zoom Effect

90%

of people make an extra effort to fix themselves before the start of a video call

60%

of males became more aware of their oily, dry or pimply skin because of video calls

30%

of males say that they have started to use at least one facial product because of this

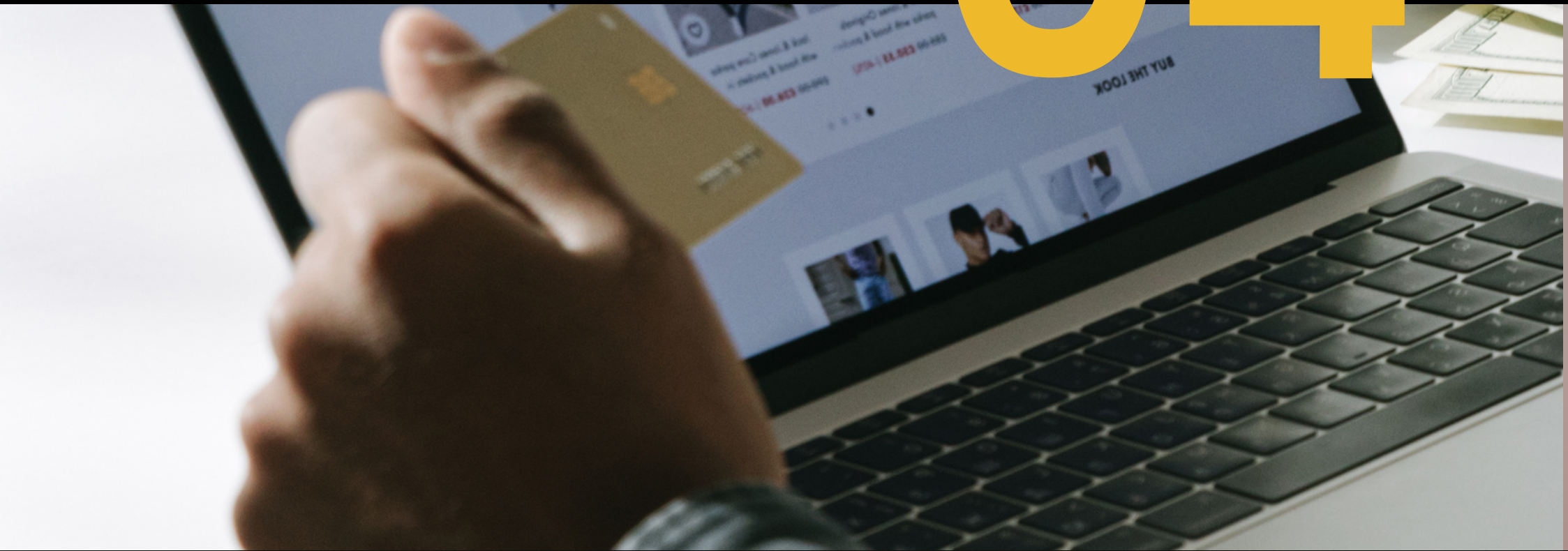
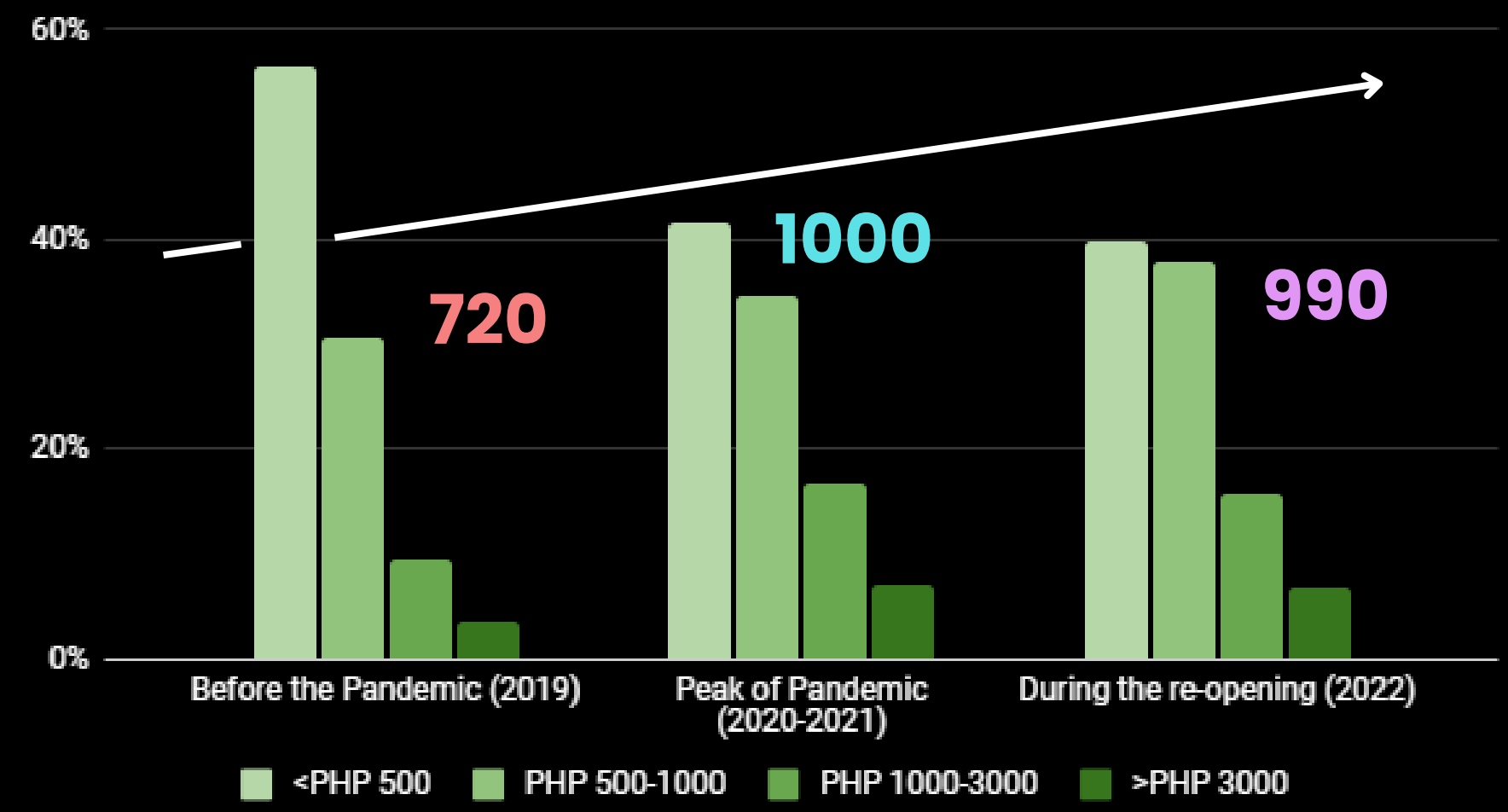
Online shopping spend grows +39% during lockdown with penetration growth of 3X

Online shopping started with essentials and groceries during the lockdowns with a shift towards fashion and accessories in 2022 while consumers start going back to brick and mortar



04

BUDGET SPENT ON ONLINE SHOPPING



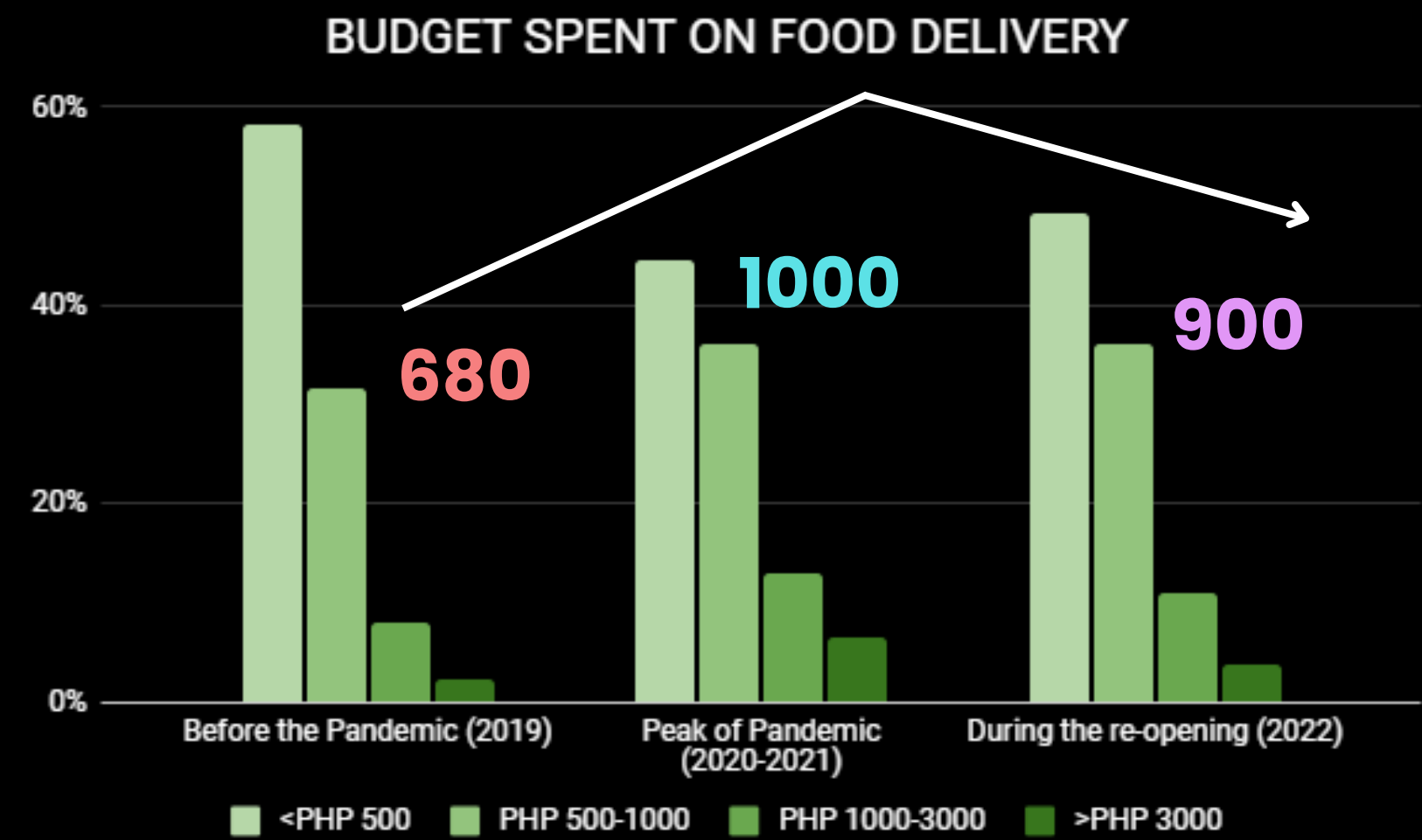
Online shopping continues to grow after the pandemic, alongside foot traffic in malls more than pre pandemic levels

Food delivery frequency grows +67% during the lockdowns and stabilizes at +33% vs pre-pandemic

With the growing demand for online food delivery, we see a shift on experiential dining in brick and mortar with the growth of Buffets and Fine/Coursed dining (0.9, 1.5, 1.2)



04



Online shopping continues to grow after the pandemic, alongside foot traffic in malls more than pre pandemic levels

05

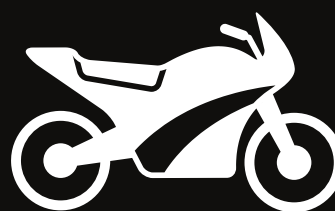
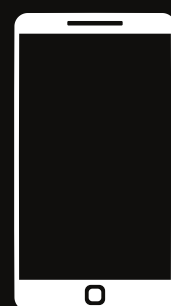


People are optimistic
for 2023

People are ready to spend.

44%

of Filipinos feel that their economic situation is about to improve in 2023 while 21% sees a negative downturn on their earnings



New Smartphone, First Motorcycle and building their first house are the biggest planned spend of consumers this 2023



90% of Filipinos are planning on going on vacations this 2023, with 12% planning an international



People are optimistic
for 2023

05

People love their jobs.

35%

want a hybrid work from home
set-up and 43% still preferring a
full WFH set-up

64%

say that they are happy and
content with their current jobs
mainly due to WFH set-ups

23%

are planning to start a small
business, of which 80% are
female home makers

05

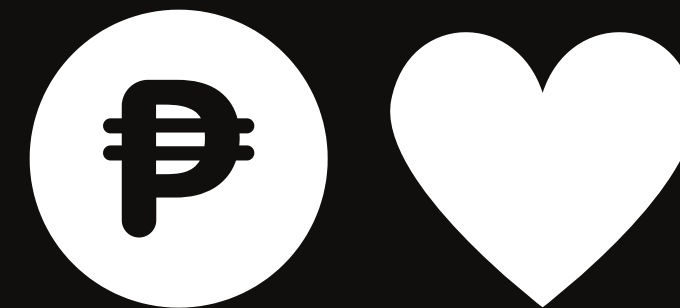


People are optimistic
for 2023

People are confident.

86%

are optimistic on the direction of
the country this 2023 remaining
hopeful with the new president



62% says money will be their
main problem this 2023, with
relationship problems as their

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