

Where Pinoys Shop: Kantar Worldpanel Reveals Filipinos' Shopping Habits in 2017

Research by Kantar Worldpanel, the global expert in shoppers' behavior, shows that despite the influx of nearby hyper and supermarkets, Filipino shoppers still consider traditional trade (sari-sari stores and market stalls) as their number one shopping destination for fast-moving consumer goods (FMCG) products. Traditional trade enjoyed forty-six percent of total value contribution to FMCG sales in 2017, while hyper and supermarkets accounted for thirty percent. This is according to Kantar Worldpanel's SmartShopper study, an annual study which delves into the opportunities and challenges for shopping channels and retailers.

SmartShopper tracks the purchasing habits and perception towards channels and retailers of Filipino homes. The study also reveals that Filipino's FMCG purchases in drugs stores are on the rise with its shopping frequency growing steadily from 12.8 in 2016 to 13.4 in 2017, and spend per trip increasing from PHP187 to PHP 198.

In NCR, hyper/supermarkets remain the most important channel, but has contracted as consumers return to traditional trade. In June 2015 and 2016, hyper/supermarkets enjoyed 47% value share. However, this figure has gone down to 43% in June 2017.

Traditional trade is consistent in taking up most of the spending in southern regions with steady value share of over 50% from June 2015 to June 2017.

Who's on Top

While traditional trade proves to be the top option for Filipino's FMCG shopping, five retailer accounts are seen to be the powerhouses of FMCG sales. Puregold, SM, Robinson's, Mercury Drug and Gaisano collectively contribute to fifteen percent of total FMCG sales in the local market.

The fastest growing retailer among the five powerhouses is Mercury Drug, which posted a nineteen percent value change growth in 2017. Gaisano follows closely, with a fifteen percent value change increase. Hyper and supermarket giants Puregold and SM grew by five and two percent, respectively. Meanwhile, Robinson's posted a seven percent decrease in value change.

Choosing Where to Shop

When asked about what they consider the most important factors when shopping in retailers, Filipino households ranked accessibility of location as their top priority. In terms of product range and layout, the study shows that Filipinos prefer retailers that have large choices of brands/types/sizes of products. Filipino shoppers prioritize retailers that make them feel like they're spending their money wisely with good price points and promotions. They also tend to patronize retailers that help local manufacturers and their fellow Filipinos.

"Our research shows that while Filipino shoppers are embracing the expansion of hyper and supermarkets, they are still loyal patrons of traditional trade," Alexandre Duterrage, Kantar Worldpanel Philippines General Manager said. "FMCG brands can reach more Filipinos by understanding what shoppers want and need in each of their shopping destinations."

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About Kantar Worldpanel

Kantar Worldpanel is the global expert in shoppers' behaviour.

Through continuous monitoring, advanced analytics and tailored solutions, Kantar Worldpanel inspires successful decisions by brand owners, retailers, market analysts and government organizations globally.

With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel turns purchase behaviour into competitive advantage in markets as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

For further information, please visit us at www.kantarworldpanel.com/ph.

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About Kantar

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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