KANTAR WORLDPANEL

PURCHASING KONFIDENCE

An update on consumer confidence regarding their purchasing as of Q2 2017

Data as of June 18, 2017
Urban Philippines

HOUSEHOLD PURCHASING KONFIDENCE

A NEW KANTAR WORLDPANEL'S INDICATOR MADE OF 3 COMPONENTS

PURCHASING CAPABILITY

How Filipino consumers perceive the prices changes, their financial situation for the time being as well as for the next 12 months?

WILLINGNESS TO BUY

Measure the willingness of Filipino shoppers to spend money to make their life easier, to spend freely when buying grocery , to make major purchase.

REAL PURCHASE

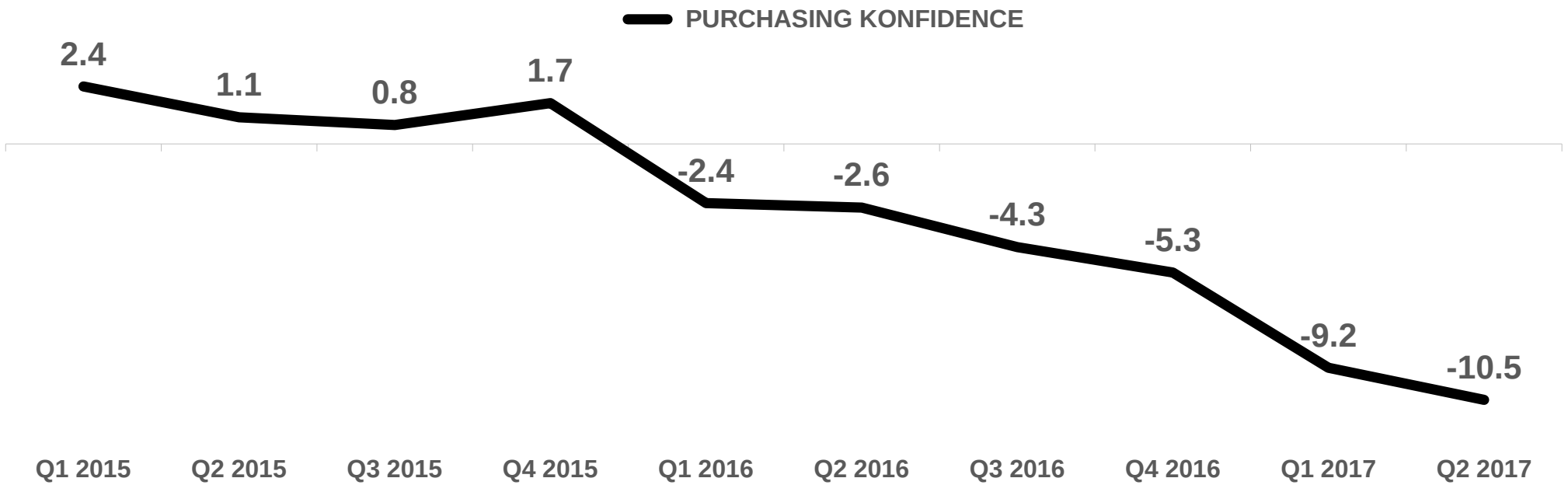
What is their real purchase behavior?
Real Purchase study the evolution of their spending on the total FMCG and on the nice-to-have categories.

PURCHASING KONFIDENCE

-10.5

versus YA

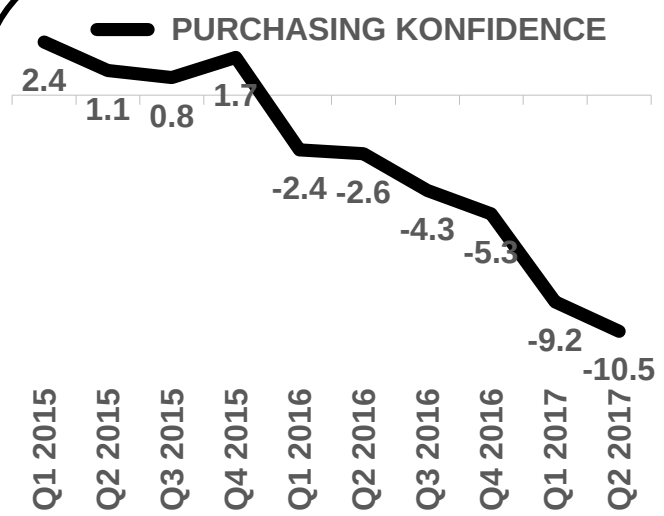
Consumers are becoming less confident in the recent months in terms of their purchasing, hitting its lowest in the past 3 years



Source: Kantar Worldpanel – Urban Household Panel - Total FMCG

PURCHASING KONFIDENCE -10.5

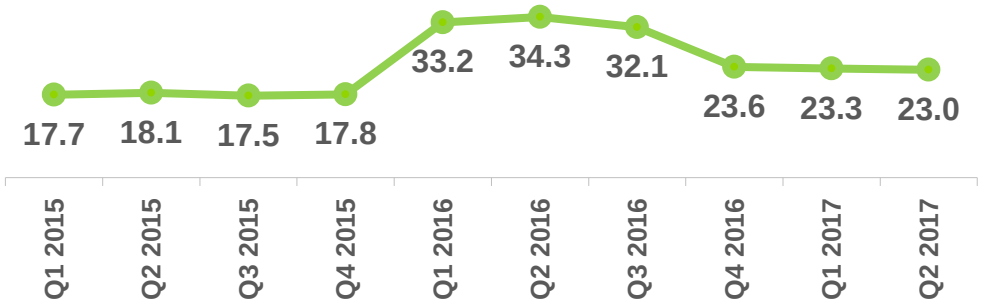
versus YA



Slowdown in purchasing konfidence is due to less willingness to buy despite having the capability to do so

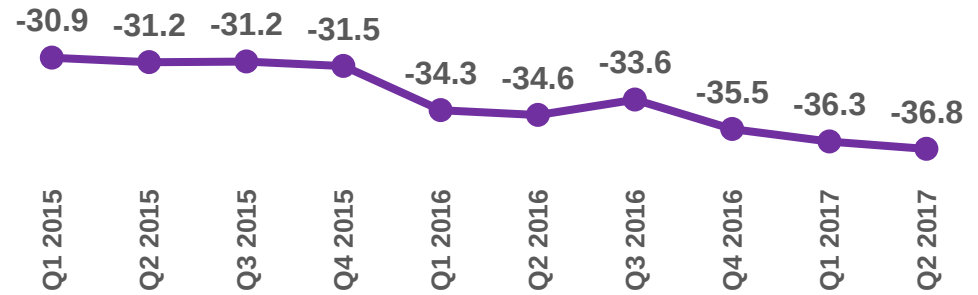
PURCHASING CAPABILITY

Consumers remain optimistic with their financial household income but there are fewer household now who think prices have improved and continue to improve in the next 12 months



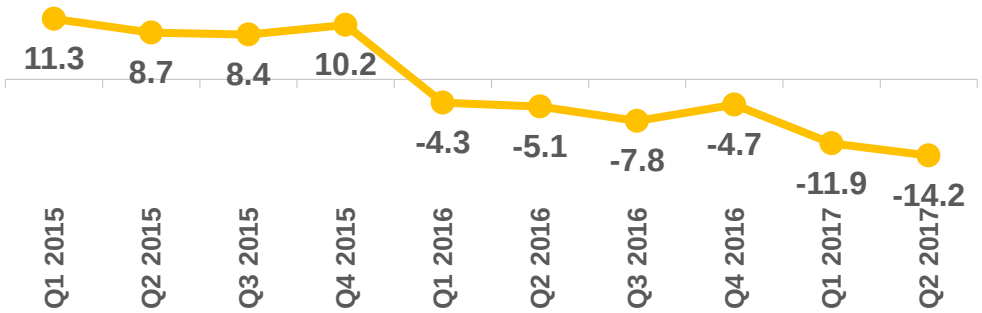
WILLINGNESS TO PURCHASE

Households continue to be hesitant on spending freely especially on FMCG



REAL PURCHASE

There are more Filipinos who are spending less on FMCG as compared to last year

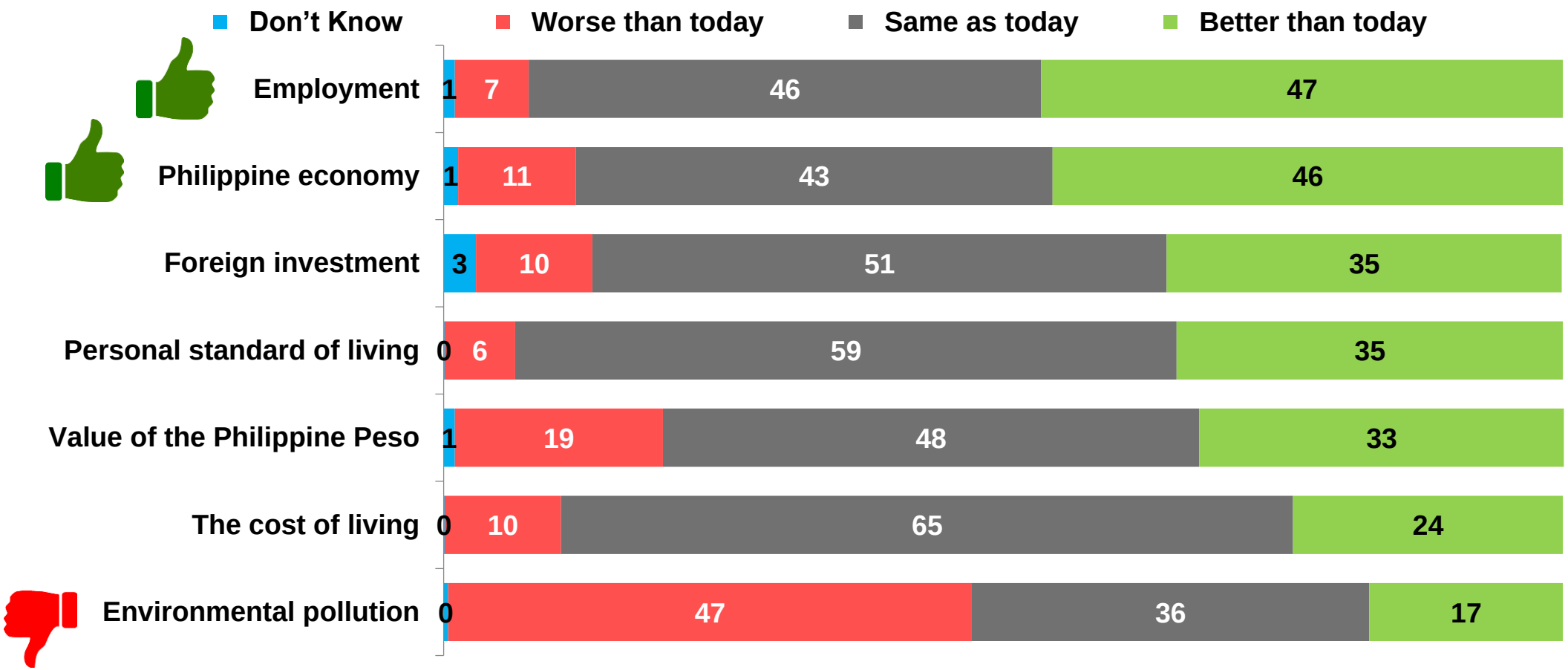


Source: Kantar Worldpanel – Urban Household Panel - Total FMCG

FILIPINOS' VIEWS IN THE NEXT 12 MONTHS

Nevertheless, when asked about their views on certain aspects, Filipinos are optimistic when it comes to employment and Philippine economy.

But they also see that the quality of the environment will continue to deteriorate in the next 12 months



Source: Kantar Worldpanel – Urban Household Panel - Total FMCG

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 organisations 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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