# The Filipino Dream November 2024 By Anthony Oundjian, Julian Cua, Lance Katigbak, Anjeli Panis, and Lilian Cheong Dress up and shine!

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#### **Preface**

#### What is the Filipino Dream?

In a world where nations often rally around a unifying vision—the American Dream, the Chinese Dream—it is peculiar that the Philippines, the 13th most populous country on the globe, lacks a clear articulation of its own. Beyond a 2016 survey conducted by the National Economic and Development Authority (NEDA), responses to this profound question are scattered across op-eds and TED Talks, fragmented and individual. Surely a nation of 115 million deserves a more cohesive narrative?

For us, exploring this question isn't just theoretical: we believe that a collective dream can bring people together. We recently hosted a dinner with emerging leaders in the Philippine business community—many of whom are direct competitors. One attendee noted, "More than being competitors, we are partners in progress." This sentiment reflects a shared desire that transcends market rivalries.

But what constitutes progress? Traditional metrics—unemployment rates, poverty levels, GDP growth—offer snapshots that are either too binary or too broad. We propose a different lens: measuring how close individuals feel to achieving their personal dreams. This approach captures the nuances of the human experience—intimately personal yet inherently social, and ever-evolving.

Moreover, the pursuit of dreams offers a unique vantage point to assess trust and satisfaction in institutions. By asking how governmental bodies, educational systems, and other institutions either facilitate or hinder personal ambitions, we glean insights far richer than what conventional statistics provide. Tracking these sentiments over time could illuminate the shifting sands of Filipino consumer confidence and societal expectations.

We invite you to join us on this journey of understanding—a voyage into the heart of the Filipino spirit through the aspirations that drive it. Perhaps, along the way, you'll find inspiration to consider how you, in your own sphere, can contribute to helping others realize their dreams



**Julian Cua** Managing Director & Partner, BCG Manila

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### Methodology

e conducted a comprehensive survey of 1,484 individuals, ensuring a nationally representative sample through a mix of online panels and offline-assisted methods. This was undertaken in partnership with a leading quantitative research firm.

The results are statistically robust at a 95% confidence level, with a margin of error of plus or minus 5%. The representative sample reflects variations across age, gender, income, and geographic location—including island groups and urban or rural areas. [Exhibit 1.] While most responses were collected online, we also sent teams to rural communities, surveying 300 residents across multiple locations to minimize the biases that can arise from online-only panels.

On the qualitative side, we collaborated with a local ethnographic research firm to add depth to our findings. This involved conducting 40 surveys using an Al-powered chatbot, eight phone interviews, and four video interviews. The research was carried out by a third-party organization specializing in Filipino customs and behaviors, ensuring that foreign biases did not influence the results.

Thanks to this comprehensive process, we are confident in the rigor of our research and are pleased to share our findings in their entirety.

# Exhibit 1: We surveyed a market representative sample of 1,484 Filipinos using a mix of online and offline-assisted methods



<sup>1.</sup> Segments based on BCG's MAC (Middle-Income and Affluent Cluster) analysis. Affluent Plus = More than PhP 100,000 a month; Affluent = PhP 50,000 - PhP 100,000; Established - PhP 33,000 - PhP 50,000; Emerging = PhP 23,000 - 33,000; Aspirant = PhP 12,500 - PhP 23,000; Poor = Less than PhP 12,500

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484), Philippine Statistics Authority, BCG Analysis



#### The Dreams

ur survey found consensus around not one, but two dreams: achieving financial security to absorb health scares and starting a business. When we asked participants to rank their top dreams from a choice of 15 propositions, 58% of respondents ranked health security and 56% ranked entrepreneurship in their top four. Rounding out the list were having a large savings fund at 51% and moving into their dream home at 44%. [Exhibit 2.]

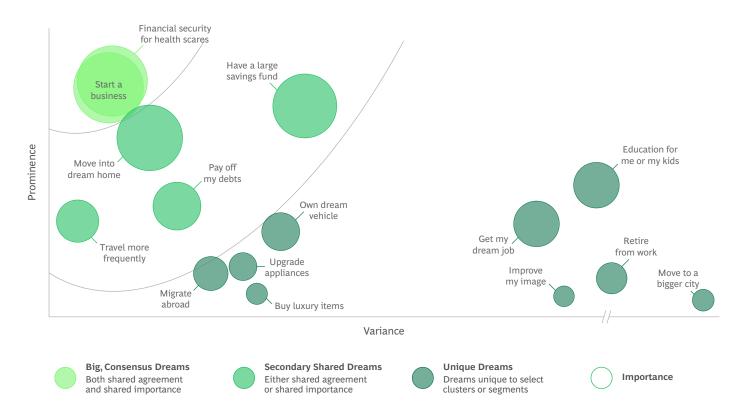
We categorize the dreams into three buckets.

**1 Big, Consensus Dreams:** These were dreams that scored high on prominence and importance, and low on variance. Everyone generally agreed that these were the top dreams. The two top dreams highlighted above were the only ones in this bucket.

- 2 Secondary Shared Dreams: These were dreams that scored medium to high on prominence, low to medium on variance, and medium on importance. Everyone agreed that these dreams were worth pursuing, but at a lower priority compared to the first bucket. Four dreams were prominent here: increased savings, moving into a dream home, paying off debt, and traveling more frequently.
- **3 Unique Dreams:** All the other dreams went into this bucket—as long as they were rated in the top four by at least 5% of respondents. Most dreams here scored highly among at least one segment, which meant they were higher priority for some people, although not as much as others.

THE FILIPINO DREAM

# Exhibit 2: Pinoys dream of (1) financial security for health scares, and (2) starting their own businesses



#### Research Note

We explored several ways to analyze the data, including applying a weighted system and looking at top three and top five, and found that our conclusions remained the same. Given the 5% margin of error for the survey, we felt it was appropriate to award a tie.

However, beyond simply ranking the dreams, we believe three variables would provide added insight in terms of how people thought about them. These variables were:

- **Prominence:** What % of people ranked this dream in their top four?
- **Variance:** How big was the % difference between those clusters that ranked it the highest, versus the lowest? (More on clusters later)
- **Importance:** How often did this dream show up in the top two?

#### Our Shared Dream: Financial Security to Absorb Health Scares

In a 2022 survey run across multiple markets in Southeast Asia, we found that two thirds of Filipino consumers expected to prioritize their health and well-being when making purchases. This was the highest score across Southeast Asia and pointed to the beginnings of a broader trend. However, we find it alarming that despite this increased focus, only 46% of Filipinos feel financially prepared for a financial crisis.

On a more optimistic note, Filipinos perceive themselves as healthier and are actively investing in their health. More than half (58%) reported that their health had somewhat or significantly improved compared to the previous year, and 79% expect further improvements in the coming year.

Beyond simple optimism, Pinoys are actually increasing their spend on health care products. Across seven health care categories, we found that there was a net increase overall. Interestingly, the number one product category where spending had increased was in supplements.

Indeed, Pinoys we interviewed mentioned buying supplements like cough remedies made from *lagundi* (chaste tree), capsules with mangosteen extract known for its antioxidant properties, or herbal food supplements to combat sore throats and body aches. This trend is why you should not be surprised if you see a bag of processed potato chips that advertises an infusion of Vitamin A.

Over 60% of Filipinos also reported having some sort of health plan, whether an HMO, PhilHealth coverage, or something similar. However, despite this added coverage, only 65% of those with health plans felt prepared for a financial emergency. That number was 21% for those without health plans. Filipinos feared emergencies befalling not just themselves, but also their families and loved ones.

As a result, many have turned to traditional savings and lending systems to help build that financial safety net. One interviewee mentioned participating in the *paluwagan* system at her place of work. The *paluwagan* system involves a close-knit group, often co-workers or friends, agreeing to put in a fixed amount of money each pay period, with the pot rotating across members. It's seen as a way to bestow a little extra cash on everyone, although comes with some obvious risks.

#### Our Shared Dream: Starting a Business

While the Covid-19 pandemic changed Filipinos' health perceptions, it also changed the dynamics of entrepreneurship. According to a 2022 survey of 500 Filipinos run by Manulife, 41% had established a business during the pandemic and 50% said they planned on continuing with this business even afterwards. On the patronage side, 65% said they started buying from small and micro businesses during the pandemic, and 51% planned to continue with this post-pandemic.

Data from the Philippine Department of Trade and Industry (DTI) reflects this trend. Between 2016 and 2019,

new business registrations grew at a compound annual growth rate (CAGR) of 8%. Between 2019 and 2023, it doubled to 16%, with over 984,000 new businesses being registered during the pandemic. The vast majority of these were very simple, traditional businesses—at least 444,000 were retail businesses, with the majority being *sari-sari* stores, and a little over 115,000 were food and beverage (F&B) stores, like *karinderyas*.

Filipinos are not trying to create the next Facebook—they are simply trying to sell a few extra items to build some additional financial stability.

Interestingly, there is some truth behind the dream. In our survey, we found that business owners were not significantly wealthier than their peers, but they were more optimistic and felt more empowered by their education and health, compared to Filipinos who were either employed or freelancing.

#### Attitudes on Dreams

Our research also unveiled several additional aspects of how Filipinos think about dreams. [Exhibit 3.]

**First, dreams are highly interpersonal.** When we interviewed respondents, we found that 76% of them dedicated their dreams to their families, 70% to themselves (many mentioned either their past selves or their future selves), 12% made mention of 'others', and 3% said they were trying to benefit their country. Most respondents mentioned multiple beneficiaries of their dreams.

Making mention of 'others' is a uniquely Filipino phenomenon. Like the concept of their 'barangay' or their 'tropa', it is not uncommon for Filipinos to aim to please a broad 'other' as a means of fulfilling their obligations to their community. Strangely, despite Filipinos being a majority Catholic country, none of the respondents made mention of God or their church as the beneficiaries of their dreams.

"I've seen how hard it is pag wala kang savings, what if may emergency? May kailangan i-confine? Bilin na gamot? Mahirap yung wala kang madudukot sa oras ng pangangailangan."

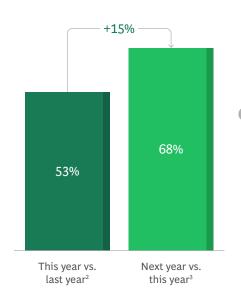
Second, there remains a great deal of financial concern among Filipinos, regardless of income. Four of the top six dreams are directly related to finances, which we interpret as a desire for stability and preparedness against the unknown. Without this base of stability, dreams like traveling, making more purchases, or pivoting towards a dream career will feel further away.

Third, Filipinos are optimistic about their abilities to achieve their dreams. Overall, 53% say they are closer to achieving their number one dream this year compared to last year, while 68% said they will be closer next year versus this year. Rural consumers are more optimistic than urban ones about achieving their number one dream, at 58% and 70%, compared to 49% and 67%, respectively.

# Exhibit 3: Filipinos are optimistic about their ability to achieve their dreams; and this is true for both urban and rural

#### Filipinos are generally optimistic about reaching their dreams

Net optimism¹ of Filipinos on achieving their dreams



#### Rural consumers are more optimistic than those in urban areas

Net optimism of Filipinos from urban vs. rural<sup>4</sup> areas on achieving their dreams



- 1. Net optimism calculated by subtracting % of respondents who disagree with each statement from the % of respondents who agree with the statement
- 2. Statement = Today, I am closer to achieving my dream than I was last year
- 3. Statement = Next year, I will be closer to achieving my dream than I am now
- 4. Urban city define as a city with a population density (PD) of >=500 persons per square kilometer; rural city define as a city with <500 PD/sqkm

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

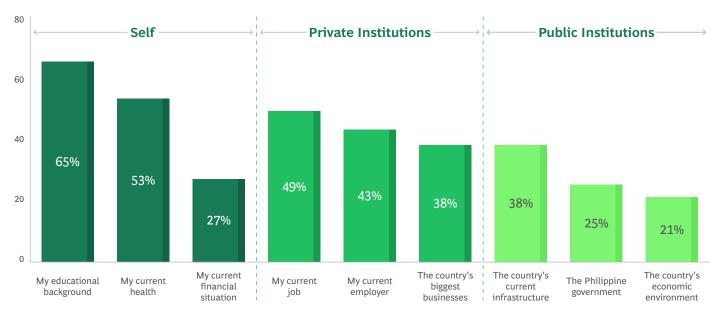
Fourth, Filipinos feel that they have to rely on themselves over private and public institutions when it comes to the pursuit of their dreams. When asked on a Likert scale how much each factor was likely to help or prevent them from achieving their number one dreams, Pinoys' net sentiment on the helpfulness of their educational (65%) and health (53%) background was much higher than their trust in their job (49%), employer (43%),

or big businesses (38%). Public institutions fared the poorest, with trust in infrastructure at 38%, Philippine government at 25%, and the economy at 21%. Perhaps unsurprisingly, Pinoys felt that their current financial situation was more likely to hurt them, with a net sentiment score of 27%. [Exhibit 4.]

# Exhibit 4: To achieve their dreams, Pinoys rely primarily on self before private and public institutions

#### Filipinos believe that their personal background will be of most help to them, followed by private, then public institutions

Net sentiment¹ of Filipinos on helpfulness of each lever



- 1. Calculated by subtracting the % of respondents who think each lever will prevent them from achieving their dreams from the % of respondents who believe each lever will help them achieve their dreams
- 2. Statement: "You said that your #1 dream is to <x>. Please select how much each of these items will help you or prevent you from achieving your dreams"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

Our interpretation of this is that Filipinos feel distrusting towards institutions and instead think they must rely on themselves. Dreaming of financial security for health scares is a sign of a lack of trust in the country's health care system, while the desire to start a business can be read as a need to build financial stability independent of employment.

Overall, Filipinos feel a great sense of instability. When asked what they felt was preventing them from achieving their dreams, answers hinted at several aspects. Some respondents mentioned the "rising cost of living" or "increasing bills and high cost of goods and commodities

in the market." Another said they feared "being sick [or getting into an] accident where I need to shell out cash." Still, others mentioned employment. "I am freelancing now, and it's not that stable," one said. "I am still not a regular employee, which is creating a lot of self-doubt," said another.

One put it quite bluntly. "Honestly speaking, money. Money solves a lot of problems nowadays."

# "I just want to be financially stable." Not rich, just stable."

"My biggest dream so far is to see my son grow up healthy and well provided all his needs. Makapag establish ng business sometime in the future and makapag travel abroad."

"I only dream of simple things.

I dream to travel the world and become successful in my career, while maintaining happiness with balanced stress. Di natin maiiwasan ang stress, so might as well balance it nalang."

"My biggest dream is to help my barrio to produce professionals and businessmen like me."

"Sana house pero di ako umaasa.
It doesnt seem feasible even if im
earning close to 6 digits. I dont want to
loan for it either."



#### The Dreamers

ilipinos shared many dreams, but we observed significant differences in terms of how some segments within society dreamed versus others.

Our analysis revealed four clusters of dreamers:

- **Providers** are working-class millennials, most of whom are women, who want better lives for their families.
- **Trailblazers** are members of Gen Z, often students or young professionals, who are yearning for independence and are seeking to upgrade their lifestyles.
- **Guardians** are older and live in more rural areas, and are seeking to retire after fulfilling their responsibilities to their families.
- **Rebuilders** tended to be freelancing or self-employed millennials who are seeking to bounce back after being negatively affected by the pandemic.

Each cluster is broadly representative of the types of people we see in society, but is by no means meant to be an exhaustive categorization of the Filipino people.

#### Research Note

In order to identify these differences, we ran a K-modes analysis. K-modes is a data analytics technique that groups data based on shared categorical (as opposed to numerical) features.

In this case, it grouped respondents based on having similar selections of top dreams. We then looked at the unique demographic makeup of these clusters.

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**Providers** 

want better lives for their families, and will put their own needs second



yearn for their independence, and will trade off stability



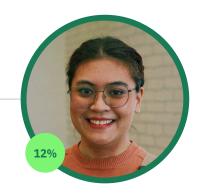


#### **Guardians**

want stability for their families so they can retire, and will spend less on themselves

#### Rebuilders

want to bounce back financially to enjoy life, and won't change their personal environment





% of total population

#### Watch the dreamers' stories



Scan this QR code to watch a 6-minute video featuring the four individuals who represent the four clusters of dreamers



"Ensuring a bright future for my daughter, and my parents, pushes me to work hard and give no excuses."

Sweeden started her career as a newscaster, but, in her own words, is now a mompreneur. She juggles multiple roles in life—mother, wife, and business owner. Like many in her segment, her journey into entrepreneurship wasn't planned. What started as a simple way to earn extra income by selling children's clothes evolved into a garments supply business, TalaTwinks. Her vision grew as her business grew: her ultimate dream is now to open a flagship store in a high-traffic mall and retire with her family in their dream home in Baguio City. To Sweeden, her dreams are not dreams for herself, but fulfil a wish she has for the people around her—a journey intertwined with the people closest to her heart. This is a familiar trajectory for many Providers—people who once envisioned modest goals but who, through persistence and necessity, now dream bigger.

For Sweeden, success is a collective endeavor deeply intertwined with her family's well-being. "My parents' hard work is a big inspiration. I want to live a comfortable life and ensure my daughter's future is secure," she says. Coming from a modest background—her father was a tricycle driver and her mother worked as a domestic helper in Singapore—she seeks to honor their sacrifices by building a better life for the next generation.

This narrative reflects a broader trend among Providers: individuals, often women and millennials, who are shifting from modest aspirations to more ambitious goals through persistence and necessity. They focus on securing a stable and comfortable future for their families, prioritizing practical goals over luxury or status symbols.

#### **About Providers**

# Exhibit 5: Providers are generally married female millennials who own their own homes

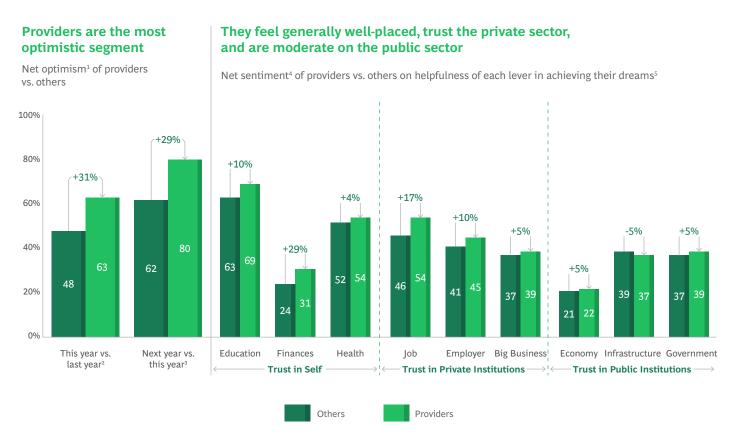


Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

Demographically, Providers are primarily female, married, and homeowners. They tend to live in urban areas, although there is a notable minority in rural settings. [Exhibit 5.] Providers have high trust in themselves, their financial discipline, and their ability to navigate the challenges that come with providing for a family. They are incredibly optimistic and tend to have a lot of confidence

in how things are today. [Exhibit 6.] Most of them are full-time employees, but many dream of transitioning into entrepreneurship, as Sweeden did. This shift represents not only a desire for financial independence but also the opportunity to leave behind something meaningful for their children.

# Exhibit 6: Providers are the most optimistic about their ability to achieve their dreams



- 1. Net optimism calculated by subtracting % of respondents who disagree with each statement from the % of respondents who agree with the statement
- 2. Statement: "Today, I am closer to achieving my dream than I was last year"
- 3. Statement: "Next year, I will be closer to achieving my dream than I am now"
- 4. Net sentiment calculated by subtracting % of respondents who think each lever will prevent them from achieving their dreams from % of respondents who think each lever will help them achieve their dreams
- 5. Statement: "Please select how much each of these items will help you or prevent you from achieving your dreams"

**Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

Providers, by definition, are focused on securing the well-being of their families. In most cases, this means they are practical, intentional, and highly focused on specific goals such as securing their children's education, paying off debts, and moving into their dream homes. [Exhibit 7.]

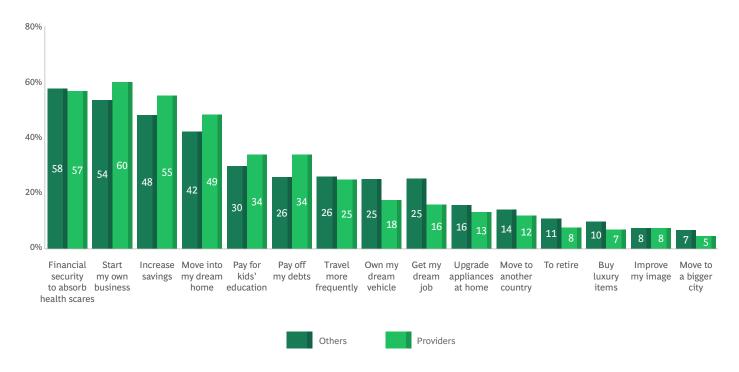
The 'dream' for Providers is not one of luxury or indulgence: rather, it's deeply tied to stability and comfort. For most, moving into their dream home represents the ultimate symbol of security—a place where their families can grow and thrive.

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# Exhibit 7: Ranking by significance: They are savings for big purchases, but are not looking to change their lifestyle

#### They are saving for their kids' education and a new home, but are not dreaming of new cars or luxuries

% of providers vs. others who ranked each dream as part of their top 41



1. Question: "Please rank the top 5 dreams you'd like to achieve in the next 10 years from the list below, with 1 being your top dream and 5 being your fifth choice dream." **Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

Despite their optimism and determination, Providers face significant barriers to achieving their dreams. Financial strain is a common theme. Many Providers have experienced financial hardship in the past, and while their situations have improved, they still contend with the lingering effects of debt and the constant pressure to save. The need to fund big-ticket items like education, housing, and health care often leaves little room for other expenditures, making it difficult for them to achieve financial freedom.

One Provider expressed this dream succinctly: "I want my own house for my family because right now, we rent a small room. I want to be financially stable." This speaks to the heart of what matters to Providers—not material excess, but a space they can truly call their own. What sets Providers apart from other consumer segments is their rejection of traditional markers of status. They don't dream of luxury cars or high-end fashion, nor are they obsessed with moving to bigger cities in pursuit of greater opportunities.

In fact, many Providers are quite comfortable in their current locations and lifestyles. For them, upgrading their homes, ensuring financial freedom, and preparing for their children's future are far more pressing concerns than purchasing luxury items or living an extravagant lifestyle.

#### Attitudes of Providers

Providers interact with a wide range of industries as part of their daily lives, and their attitudes toward these industries are shaped by their practical, goal-oriented mindset.

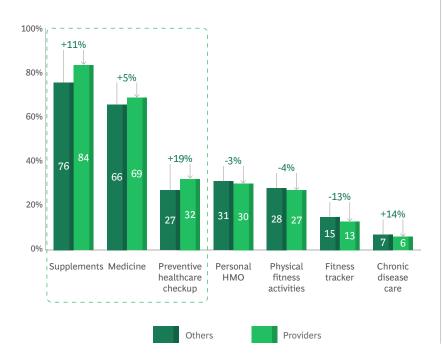
**Education:** For Providers, education is the key to a better future—not just for their children but for themselves as well. They believe that education opens doors to better job opportunities, financial security, and upward mobility. "With higher education, I have better choices in life and more opportunities," shared one Provider, capturing the sentiment of many who see education as the ultimate investment.

**Health care:** Providers are significant consumers in the health care industry. They prioritize preventive care and are willing to spend on medical services, supplements, and fitness activities to maintain their family's health. [Exhibit 8.] "I'm willing to pay more for better quality health care, but it needs to be worth the price," said one Provider, reflecting the cautious but committed approach many in this segment take towards health spending.

# Exhibit 8: They are spending the most on healthcare and are still willing to upgrade next year

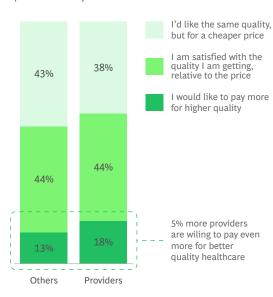
#### High healthcare spend is driven by supplements, preventive healthcare checkups, and medicine

Net increase  $^{\scriptscriptstyle 1}$  in spend on healthcare products this year vs. last year  $^{\scriptscriptstyle 2}$ 



# They are the most satisfied with current price points and are most willing to pay a premium to get more

Expected change in spend behavior on healthcare products next year<sup>3</sup>



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?"
- 3. Question: "Next year, how would you like your spending for this category to change?"

Source: BCG survey on the Filipino Dream, October 2024 (n=1.484)

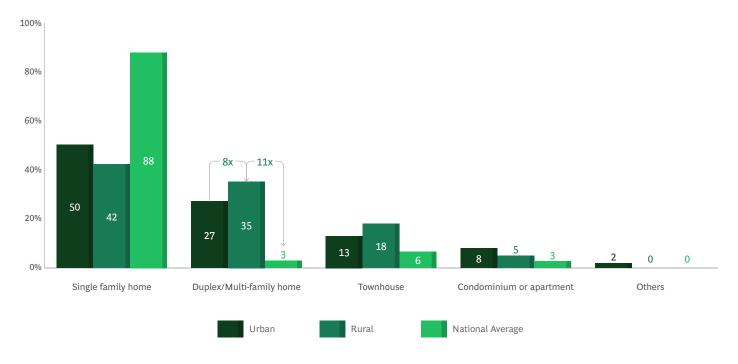
"I'm willing to pay more for better quality health care, but it needs to be worth the price."

**Real Estate:** Homeownership is a central dream for Providers. Many already own homes, but for those who don't, it remains a top goal. Even those who own homes often aspire to upgrade to a larger or more secure property.

[Exhibit 9.] One Provider stated, "I dream of building a bigger house for my family, especially because we live in a flood-prone area. It would be safer for us to move."

# Exhibit 9: Most Filipinos today are already starting to prefer duplexes over other forms of housing

% of respondents who prefer each type of home 1 vs. the national average 2



- 1. Question: "You said that you would like to move into your dream home in 10 years. What kind of home would you most like to move into?"
- 2. Based on type of building of occupied housing units in the Philippines

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484); PSA, 2020 Census of Population and Housing

"I dream of building a bigger house for my family, especially because we live in a flood-prone area. It would be safer for us to move."

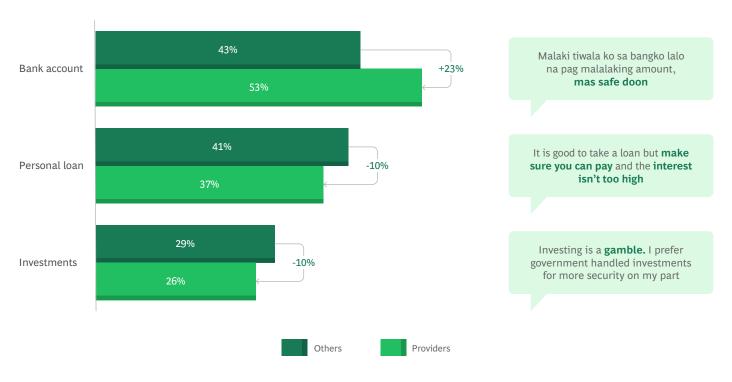
**Financial Services:** Providers are more financially savvy than many other segments. They have high trust in banks and are open to using financial products like loans and investments to achieve their goals. "It's good to take

a loan, but you have to make sure you can pay it off," one Provider wisely noted, reflecting their cautious yet optimistic approach to managing finances. [Exhibit 10.]

# Exhibit 10: Providers are more financially savvy and see value in loans and investments

#### Providers show more trust in banks, have a nuanced view on loans, and have positive views on investing

% of respondents using the following financial products today<sup>1</sup>



1. Question: "Which financial products do you have today?"

**Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

**Retail and E-commerce:** Providers spend strategically on retail products, with a focus on essentials such as

groceries, home appliances, and clothing for their families. They prefer value to luxury. [Exhibit 11.]

"It's okay to borrow as long as what you earn is greater than the interest you'll pay."

# Exhibit 11: Providers are spending more and have high usage of both online and offline channels

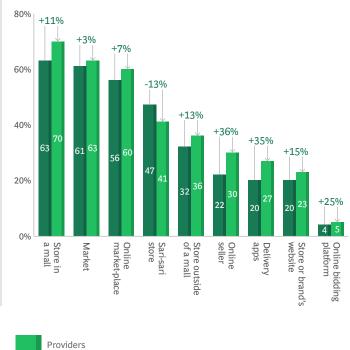
#### Overall net increase is higher vs. others, especially for home appliances, gadgets, and pet supplies

Net increase<sup>1</sup> in spend on retail products this year vs. last year<sup>2</sup>



#### Penetration of providers is higher vs. others across both online and offline channels

% of Providers vs. others who use the following channels<sup>3</sup>



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?"

Others

3. Question: "For each of these categories that you purchased, where did you buy them from?"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

#### **Unlocking Providers**

To truly unlock the potential of Providers, industries need to focus on understanding their unique needs and offering tailored solutions that align with their practical, family-centered goals. Our view is that they would benefit from:

**Affordable, Quality Products:** Providers are value-conscious consumers. Whether in health care, education, real estate, or retail, they seek products and services that offer good quality at an affordable price. Companies that can strike this balance are more likely to win the loyalty of Providers, who prioritize long-term benefits over short-term indulgences.

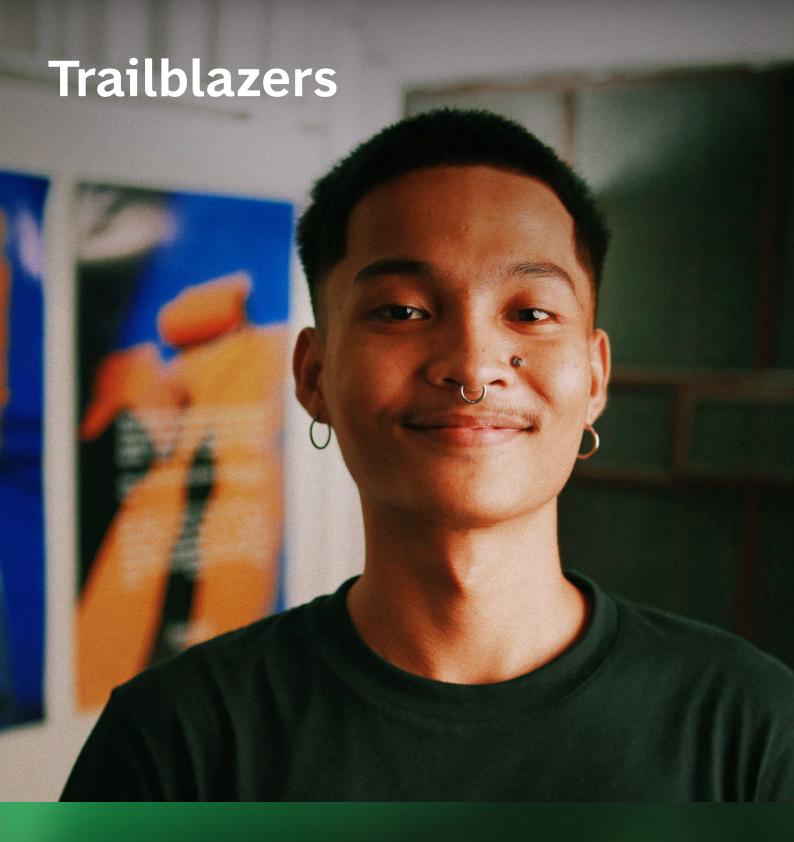
**Flexible Financial Solutions:** Providers need financial products that help them manage their goals without creating additional strain. Low-interest loans, flexible payment plans, and investment opportunities that offer both growth and security will resonate with Providers.

Financial institutions that offer tailored solutions for education, homeownership, and health care expenses are likely to build lasting relationships with this segment.

#### Support for Entrepreneurship: Given the

entrepreneurial aspirations of many Providers, industries that offer support for small business growth—such as affordable financing, business training programs, and access to resources—will tap into a significant need. Encouraging and facilitating entrepreneurship can also foster long-term economic growth within this segment, as Providers often aim to build businesses that benefit their families and communities.

Providers are a unique segment with clear goals centered around family security and financial stability. Industries that take the time to understand their practical mindset, support their aspirations, and provide affordable, high-quality solutions will not only gain their trust but also unlock a loyal and growing customer base.



"I want to not have to worry about money. I'm still exploring. I'm open to discovering something new in five years."

Eson, a sales associate at Nobody Clothing, juggles multiple roles, from handling the website and managing orders to even modeling for the brand. His big dream? He wants to create and host his own fashion show one day, with designs that reflect his unique vision. "Someday, I want to have my own fashion show, with clothes I've designed myself," he says. Fashion is more than a career for Eson—it's an expression of his identity and creativity, a path that aligns with his personal passions.

But, like many Trailblazers, his journey has been filled with exploration. "I studied IT because I thought it was practical, but it wasn't my passion," Eson admits. His true calling lay in art, and, over time, he found himself gravitating towards more creative pursuits. "I've tried tattooing, I do commissions for tattoo designs, and I'm also exploring photography and graphic design," he shares. For Eson, the dream is still evolving, as he remains open to discovering new outlets for his creativity. "I'm exploring things now, but I'm always open to finding something new in the next five years," he adds.

#### **About Trailblazers**

# Exhibit 12: Trailblazers are single, young, and live in urban cities with their parents



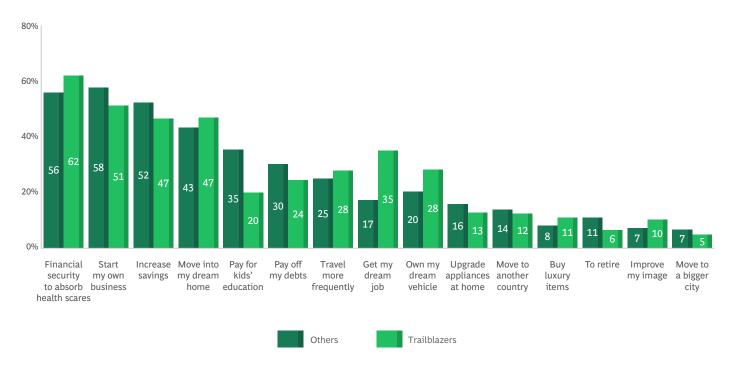
Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

Trailblazers are predominantly male, in their early-to-midtwenties, and typically single, still living with their parents in urban areas. [Exhibit 12.] Like Eson, they grew up in middle-class families where they could afford necessities and some luxuries. Despite being younger, they are less optimistic about the prospect of achieving their dreams compared to other segments. [Exhibit 13.] They are not too confident about their financial situations, are neutral on private institutions, and are very distrustful towards public institutions.

# Exhibit 13: Ranking by significance: Trailblazers are finding a job to provide for themselves and are far from settling down

#### They are looking for their dream job to upgrade their lifestyle and are not thinking about debt or retirement

% of trailblazers vs. others who ranked each dream as part of their top 41



1. Question: "Please rank the top 5 dreams you'd like to achieve in the next 10 years from the list below, with 1 being your top dream and 5 being your fifth choice dream." **Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

Today, many of their dreams are about upgrading their lifestyle, whether that means buying luxury items, getting their dream vehicle, or improving their image. "My single biggest dream is to buy the latest model Ford Raptor," says one Trailblazer, highlighting a desire for status and personal achievement.

Despite their desire for luxurious experiences, what's unique about Trailblazers is a strong desire to give back to their parents for the support they received growing up. This stems from a deep sense of *utang na loob* (debt of gratitude) and a sense of familial obligation where fresh graduates are implicitly expected to help their parents as a way of repaying them for their support.

As a result, Trailblazers are not focused on settling down just yet. They are far more interested in personal growth, success, and financial independence. A Trailblazer explains, "I want to find a job that doesn't just pay for my needs but also allows me to afford my wants, like cars and gadgets." This drive for upward mobility and self-improvement is central to the Trailblazer mindset.

Eson embodies this mindset as well. He's always looking for new creative opportunities and ways to grow in his field. "I'm really into art—whether it's making shirts, pants, or anything fashion-related. That's where I see myself," he shares. The desire to express themselves and improve their personal brand is a common theme for Trailblazers, who value creativity and individuality.

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Trailblazers, despite their ambition and drive, encounter significant barriers tied to their perceptions of institutions and how well said institutions support their aspirations. Financial and institutional challenges play a key role in shaping their ability to achieve their dreams. For many, financial security and job stability remain elusive, and their views of government, education, and economic systems reflect growing frustration.

"Prices keep rising, making it hard for me to save." This sentiment is common among Trailblazers, who feel that inflation and the rising cost of living make it difficult to plan for their futures. Their trust in public institutions is notably low, and they often feel unsupported by government initiatives that could help them achieve financial independence.

The trust gap between Trailblazers and institutions—whether financial, governmental, or educational—serves as a major obstacle. As they seek to build lives that align with their passions, they often find themselves navigating systems that feel out of touch with their realities. This

institutional disconnect contributes to a sense of being held back, as Trailblazers struggle to find the support they need to realize their dreams.

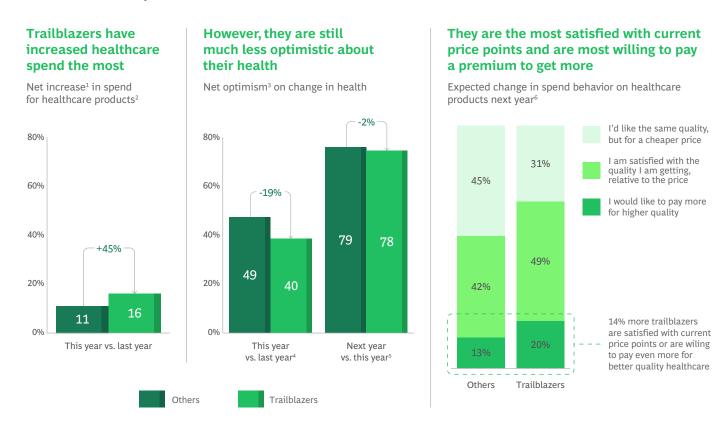
#### Attitudes of Trailblazers

Trailblazers interact with several industries, but their engagement is often shaped by their focus on lifestyle upgrades, self-expression, and financial independence.

**Education:** Trailblazers see the direct relevance of education to the accomplishment of their dreams. "Education gives me the necessary credentials and time to meet people while I explore and take advantage of numerous opportunities," shares one interviewee.

**Health care:** Trailblazers are less optimistic about their health than other segments. As a result, they've increased health care spend the most and are keen to continue paying more for better quality health care. [Exhibit 14.]

# Exhibit 14: They are less optimistic about their health and are spending more to compensate



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?
- 3. Net optimism calculated by subtracting % of respondents who think their health has declined from the % of respondents who think their health has improved
- 1. Question: "How would you say your health has changed since last year?"
- 5. Question: "How do you expect your health to change next year?"
- 6. Question: "Next year, how would you like your spending for this category to change?"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

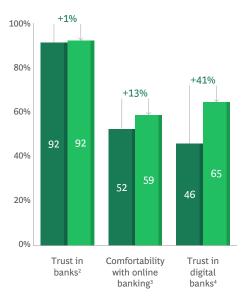
**Financial Services:** Trailblazers understand the value of traditional and digital banks in building discipline, but are cautious about online lending apps, especially as many of them are still in the early stages of their careers. "I'm careful with money because I don't have a lot of it right

now," Eson shares. While they are open to financial tools that help them save or grow their investments, they are hesitant to take on debt or make long-term financial commitments. [Exhibit 15.]

# Exhibit 15: Trailblazers are more finance forward but lag behind on investments and loans

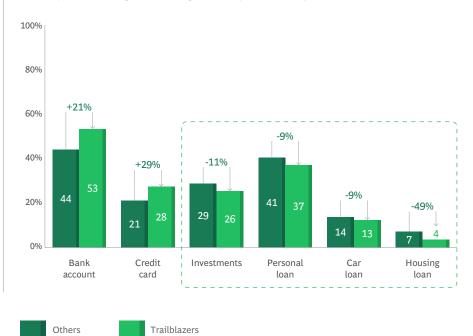
#### Trailblazers have more trust in banks and are more digital-savvy

Net sentiment1 on statements on banks



#### Penetration for bank accounts and credit cards is high, but they are still behind on investments and loans

% of respondents using the following financial products today<sup>5</sup>



- 1. Net sentiment is calculated by subtracting the % of respondents who disagree with the statement from % of respondents who agree with the statement
- 2. Statement: "I trust my bank"
- 3. Statement: "I would be comfortable doing all my banking online"
- 4. Statement: "I would be willing to make a digital bank my primary bank account"
- 5. Question: "Which financial products do you have today?"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

**Retail and E-commerce:** Trailblazers are active consumers, particularly in areas that reflect their personal style and self-expression. They are willing to pay a

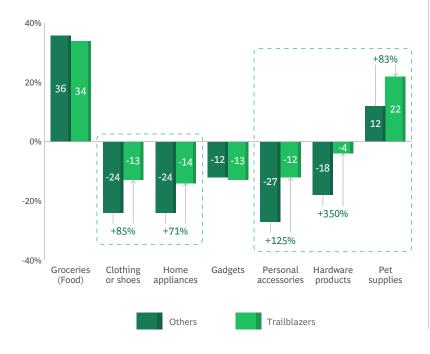
premium for high-quality or unique products that enhance their image, but they are also cost-conscious and look for value in their purchases. [Exhibit 16.]

"I was taught at a young age that loaning is your super duper ultra mega last resort."

# Exhibit 16: Trailblazers trying to decrease retail spend but are most likely to pay a premium in the future

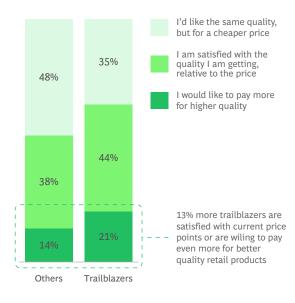
#### Trailblazers have a higher net increase in spend across all retail categories except groceries and gadgets

Net increase<sup>1</sup> in spend on retail products this year vs. last year<sup>2</sup>



#### They are more willing to spend on higher quality products

Expected change in spend behavior on retail products next year<sup>3</sup>



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?"
- 3. Question: "Next year, how would you like your spending for this category to change?

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

#### **Unlocking Trailblazers**

To effectively engage Trailblazers, businesses need to understand their desire for growth, flexibility, and creative self-expression. Here are some strategies to unlock the potential of this segment:

Career Development and Flexibility: Trailblazers are still exploring their paths and are drawn to opportunities that allow them to learn, grow, and pivot when necessary. Offering flexible career development programs, mentorship opportunities, and creative freedom in the workplace will resonate with this group.

**Tailored Financial Products:** Financial institutions should focus on providing flexible, low-risk savings and investment products that help Trailblazers achieve their short-term and long-term goals. Products like savings accounts with no penalties for withdrawals or low-interest loans for small business ventures will appeal to their cautious but ambitious mindset.

**Health and Wellness Solutions:** As Trailblazers become more aware of the importance of health and wellness, offering flexible, affordable health care options or fitness solutions that fit into their lifestyle will resonate with them. Providing mental health support services can also help ease the pressures they face in their fast-paced lives.

"I want a stable income. I also want to buy things like cars, computer, and other material things."

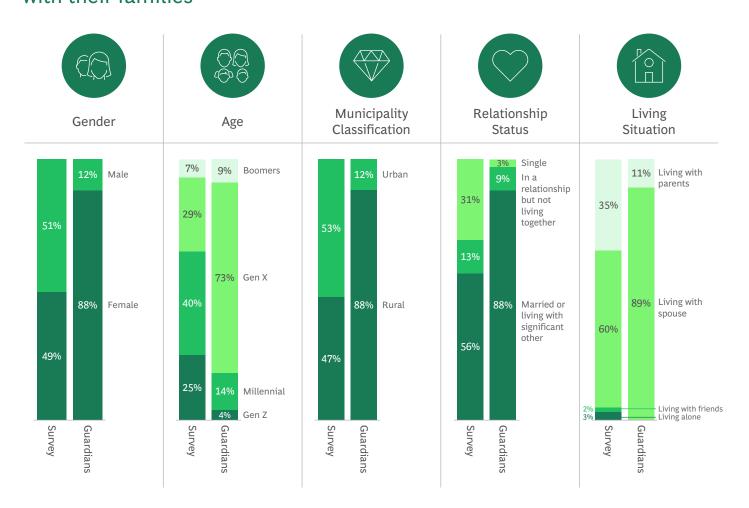
# Guardians

"It's really about helping others and giving back. I love helping others, especially my family and my community." Joey has worked as a technical director for over 13 years, but now he's thinking about his next chapter. "I want to be a farmer," he shares. "My wife's family has land, and I've always enjoyed planting things since I was young. So, I said, let's plant something we can use." His dream doesn't stop there. Joey also wants to be a high school history teacher and a social worker—roles that reflect his deep desire to give back to his community.

"Helping others has always been a passion of mine," Joey adds, his voice reflecting the same warmth and care that defines Guardians, a segment of people who have spent years working hard and now look to retire and pursue some of the passions they've previously put on hold.

#### **About Guardians**

# Exhibit 17: Guardians are Gen X-ers who live in rural communities with their families

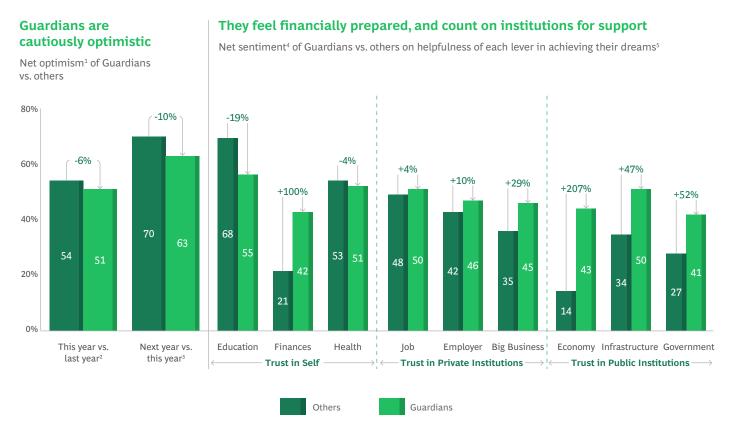


Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

Guardians are predominantly men in their 60s or 70s who are from rural backgrounds but are still in the workforce. [Exhibit 17.] They are married and have their own home, have achieved some level of financial comfort, but are not

quite able to retire just yet. They are cautiously optimistic, feel financially prepared, and have the most trust in public institutions. [Exhibit 18.]

# Exhibit 18: Guardians are cautiously optimistic, and have a lot of trust in public institutions



- 1. Net optimism calculated by subtracting % of respondents who disagree with each statement from the % of respondents who agree with the statement
- 2. Statement: "Today, I am closer to achieving my dream than I was last year"
- 3. Statement: "Next year, I will be closer to achieving my dream than I am now"
- 4. Net sentiment calculated by subtracting % of respondents who think each lever will prevent them from achieving their dreams from % of respondents who think each lever will help them achieve their dreams
- 5. Statement: "Please select how much each of these items will help you or prevent you from achieving your dreams"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

One Guardian shared, "My biggest dream after ten years is to retire and finish my kids' schooling." This reflects the Guardians' desire to ensure their families are secure before they take time for themselves. For them, dreams are often centered on others—especially their children and

grandchildren—more than on personal material gain. [Exhibit 19.] Guardians are not chasing luxury or big career changes: instead, they are focused on family, stability, and enjoying the fruits of their labor in retirement. Many of them would also like to travel more.

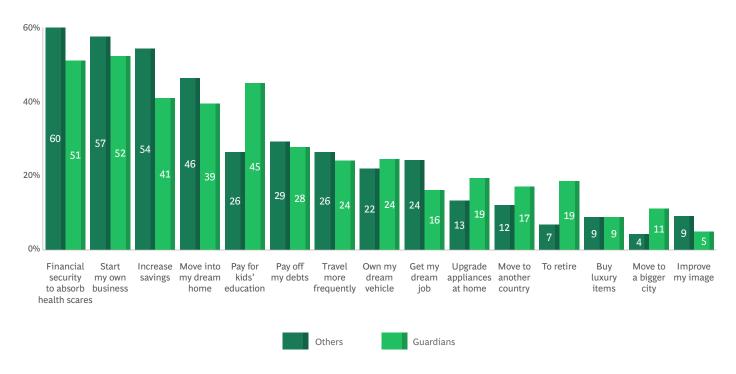
"I would like to do missionary work.

It's very fulfilling because it makes you happy. I also would go back to my exercise cause I love walking. I also love swimming."

# Exhibit 19: Ranking by significance: Guardians want to retire after their kids finish school; they are not worried about finances

#### They want to provide stability for family then retire; large savings and materials things are not priorities

% of Guardians vs. others who ranked each dream as part of their top 41



1. Question: "Please rank the top 5 dreams you'd like to achieve in the next 10 years from the list below, with 1 being your top dream and 5 being your fifth choice dream." **Source:** BCG survey on the Filipino Dream. October 2024 (n=1.484)

However, this desire to take care of their family is often counterbalanced with a goal of seizing opportunities that their younger selves missed. "I would like to do missionary work so that I can go to places that I have not yet visited, while also spreading God's word," shared one Guardian.

Like many Guardians, Joey faces several barriers in turning his retirement dreams into reality. One of the biggest challenges is financial. Despite years of working, Guardians often still have financial obligations—whether it's paying off debts or funding their children's education. This balancing act between personal desires and family responsibilities is a common theme. As a result, Guardians end up focusing their time and energy on a final push at work and then saving more from their current salaries.

Another challenge is the emotional toll of letting go of work that has defined their lives for decades. Joey has spent most of his life as a technical director, and even though he's ready to retire, the transition is not easy. "I've applied for early retirement a few times, but I always get asked to stay a little longer," he says. Many Guardians struggle with the idea of stepping away from a career that has provided them with purpose, structure, and financial stability for so long.

Surprisingly, despite being the oldest segment, Guardians feel that their health is improving, and believe they are more prepared to take on health care emergencies than other segments.

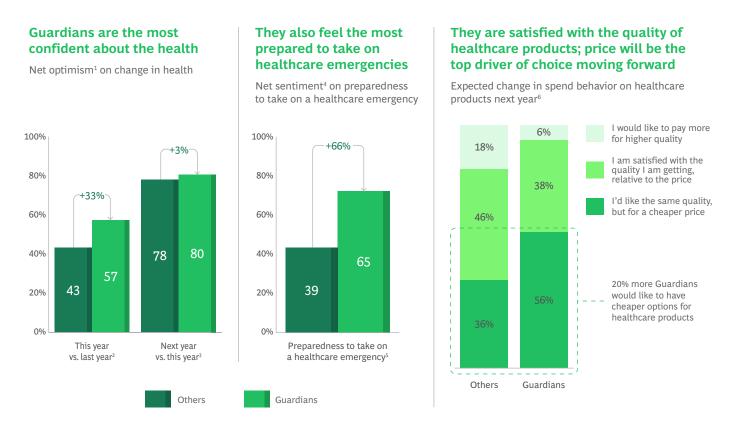
"Due to the current economic situation, saving money for extra goals becomes challenging."

#### Attitudes of Guardians

Guardians, like Joey and others in this segment, interact with several industries, but their priorities have shifted from material gain to stability, affordability, and long-term value. Here are some informed strategies to engage with Guardians:

**Health care:** Guardians seek practical, affordable health care solutions that will support them through their retirement years. They feel that their health has improved more than younger segments do, and they feel it will continue improving. They scored a 65% net sentiment in terms of their preparedness to take on a health care emergency, although they feel that they are in need of cheaper alternatives for health care products. [Exhibit 20.]

# Exhibit 20: Despite being the oldest, they are most confident about their health



- 1. Net optimism calculated by subtracting % of respondents who think their health has declined from the % of respondents who think their health has improved
- 2. Question: "How would you say your health has changed since last year?"
- 3. Question: "How do you expect your health to change next year?
- 4. Net sentiment is calculated by subtracting % of respondents who disagree with the statement from % of respondents who agree with the statement
- 5. Statement: "I feel financially prepared to take on a healthcare emergency"
- 6. Question: "Next year, how would you like your spending for this category to change?"

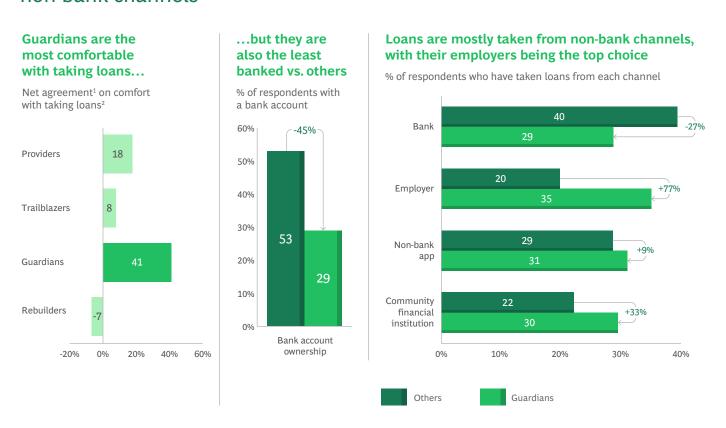
Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

"I'm still ok! My back hurts from time to time, and I'm diabetic, so I need to watch what I eat."

**Real Estate:** Many Guardians dream of moving either to a city or to another country once they retire. Joey's dream of starting a farm reflects a broader trend among Guardians who want a change of environment. For them, real estate is less about status and more about finding a place where they can live out their later years in comfort.

**Financial Services:** Guardians are more comfortable with financial products like loans, especially when they see these tools as a way to provide for their families or support their retirement plans. "I'm okay with taking a loan if it helps me fund my farm or my kids' education," Joey says. Guardians also tend to rely less on banks for loans than other segments and more on employers and non-banking financial institutions. [Exhibit 21.]

# Exhibit 21: Guardians are more open to taking loans, mostly through non-bank channels



- $1. \ \ Net \ agreement \ calculated \ by \ subtracting \% \ of \ respondents \ who \ disagree \ with \ the \ statement \ from \ the \ \% \ of \ respondents \ who \ agree \ disagree \ with \ the \ statement \ from \ the \ \% \ of \ respondents \ who \ agree \ disagree \ disagree \ with \ the \ statement \ from \ the \ \% \ of \ respondents \ who \ agree \ disagree \ disagree$
- 2. Statement: "I am comfortable taking loans"

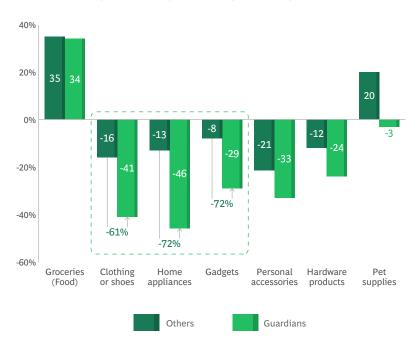
Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

"I have bank loans. So it's not embarrassing to those I'd have to borrow from."

# Exhibit 22: Guardians have decreased spend the most, and are seeking the most value for money for future

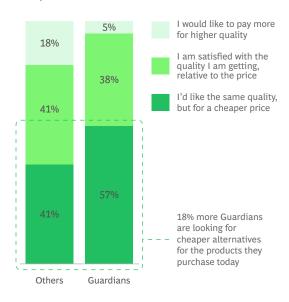
#### Guardians have significantly decreased retail spend this year especially for non-essentials like appliances and gadgets

Net increase<sup>1</sup> in spend on retail products this year vs. last year<sup>2</sup>



# Price will be the main driver of choice for Guardians when purchasing retail products next year

Expected change in spend behavior on retail products next year<sup>3</sup>



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?"
- 3. Question: "Next year, how would you like your spending for this category to change?"

**Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

"I save a lot. If you're not liquid and have no investments, you don't know what the future holds."

#### **Unlocking Guardians**

To engage Guardians effectively, industries need to appreciate the delicate balance between providing for family and living healthier for longer in their twilight years.

**Retirement and Health Care Solutions:** Guardians are focused on securing a stable and comfortable retirement. Offering affordable retirement plans, health care options, and financial products that provide long-term security will resonate deeply with this group. Companies that can demonstrate their commitment to helping Guardians manage health care costs in their retirement years will build lasting trust.

**Support for Family-Oriented Goals:** Guardians prioritize their families but are also looking out for themselves. Whether through educational savings plans, affordable health care options for family members, or home improvement loans to support multi-generational living, businesses that address the family-centric goals of Guardians will build loyalty.

**Practical, Affordable Products:** Guardians are highly value-conscious, and they want products that offer good quality at a reasonable price. Brands that offer practical goods—whether it's health care, home appliances, or basic retail items—at affordable prices will appeal to this segment. Marketing should focus on long-term benefits and practical applications, emphasizing quality over luxury.

Guardians are a unique segment focused on securing a stable and meaningful retirement. They value family, practicality, and financial security over material gain. Businesses that recognize these priorities and offer affordable, flexible solutions will unlock the potential of this loyal and grounded customer base. By supporting Guardians in their journey toward retirement, and helping them achieve their family-focused goals, companies can build strong, long-lasting relationships with this valuable segment.

"My dreams are dedicated for myself and my daughter, so we can both see the wonders of God and at the same time create memories for each other."



"I have a lot of goals – beauty queen, politician, host, but my ultimate dream is financial freedom and having a business to support my family."

Tidri always had big dreams. She's a preschool teacher, but she wants more. "I have a lot of goals in life. I want to be a beauty queen again, I want to be a host, I want to be a politician, and I want to be a business owner," she shares, her eyes lighting up as she talks about all the things she still wants to achieve. But the dream that stands out most for her is to one day own a beauty salon, a goal inspired by her grandmother, who ran a salon when Tidri was growing up. "I saw my *lola* having the time of her life with her beauty salon," she recalls, smiling. "It was our bonding experience, and I want to recreate that for myself."

Tidri is part of a larger group that we call Rebuilders, or those who have faced setbacks and are working hard to create a better future. "My biggest dream in the next ten years is to have a continuous stream of income and to never lack money again," one Rebuilder shared, capturing a sentiment echoed by many. Rebuilders are focused on gaining control of their lives, often through entrepreneurship, and are determined to achieve financial stability after years of struggle.

## **About Rebuilders**

# Exhibit 23: Rebuilders are single female millennials who are primarily freelancing



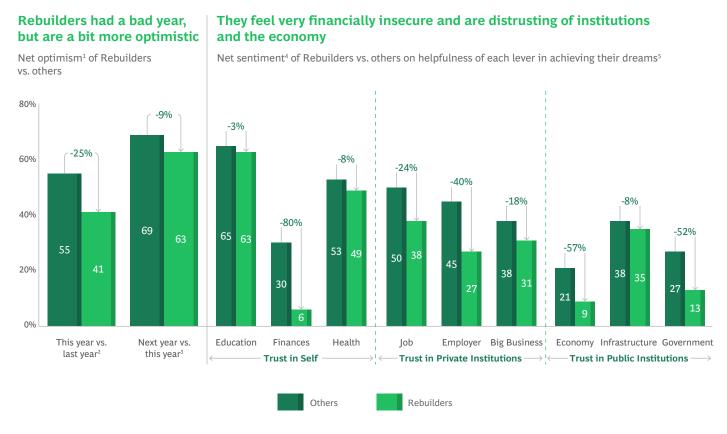
Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

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Rebuilders, like Tidri, are predominantly female millennials. They are single, often live with their parents, and are typically engaged in freelance work or are self-employed. [Exhibit 23.] They emerged from a challenging year where they made little progress towards their dreams,

but are more optimistic looking towards next year, although not as much as other segments. Rebuilders feel that their finances are generally not helping them achieve their goals, and don't feel that they're getting much support from private or public institutions either.

# Exhibit 24: Rebuilders are worried and are seeking financial security desperately



- 1. Net optimism calculated by subtracting % of respondents who disagree with each statement from the % of respondents who agree with the statement
- 2. Statement: "Today, I am closer to achieving my dream than I was last year"
- 3. Statement: "Next year, I will be closer to achieving my dream than I am now"
- 4. Net sentiment calculated by subtracting % of respondents who think each lever will prevent them from achieving their dreams from % of respondents who think each lever will help them achieve their dreams
- 5. Statement: "Please select how much each of these items will help you or prevent you from achieving your dreams"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

"For me, right now I'm still in that 'right now gratification' because I have so many stresses, so many inconveniences that have happened recently, and I need to make up for it."

This group is highly focused on overcoming financial challenges, but, unlike some other segments, they are more cautious and less optimistic about their future. [Exhibit 24.] One Rebuilder explained, "I want to be a successful businesswoman who owns a famous company." The drive to build something lasting and stable is central to the identity of Rebuilders, who often focus on starting businesses, improving their financial standing, and securing a more comfortable lifestyle.

Many Rebuilders have faced significant financial struggles, and have experiences being trapped in debt or living paycheck-to-paycheck. Like many in this segment, they are focused on creating a better future for themselves, often through entrepreneurship or freelancing. "I want

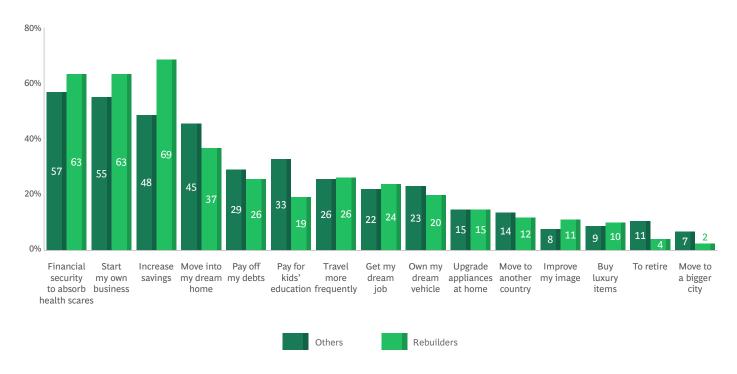
to establish businesses that will provide financial security for me and my family," another Rebuilder shared, emphasizing not only the central role of family in their long-term goals but also the need to start not just one but multiple businesses.

For Rebuilders, financial independence is more than just a goal—it's a necessity. Having lived through financial constraints, many are determined to never return to that place of uncertainty. They are comfortable where they are for now but dream of upgrading their lifestyle, increasing their personal savings, starting businesses, and improving their image. [Exhibit 25.]

# Exhibit 25: Ranking by significance: Rebuilders are saving to upgrade their lifestyle but do not want to go far from home

### They are dreaming of large savings but are not thinking of moving to a new country, city, or even home

% of Rebuilders vs. others who ranked each dream as part of their top 41



1. Question: "Please rank the top 5 dreams you'd like to achieve in the next 10 years from the list below, with 1 being your top dream and 5 being your fifth choice dream." **Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

The road to achieving financial freedom and stability is not an easy one for Rebuilders. One of the biggest challenges they face is a lack of resources. "Resources are tight," Tidri admits. "When my grandfather had a stroke, all the savings went to his care, and it was

emotionally and physically exhausting to manage work, school, and caregiving at the same time." Not quite financially independent yet, they often have to rely on their parents, many of whom are still looking after their own parents.

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Rebuilders, despite their practical outlook and financial constraints, make it a point to prioritize personal experiences too, aware that they might not get another chance. "Sometimes I still treat myself to small luxuries or experiences," Tidri explains, acknowledging that while saving for the future is important, she also values the present.

Tidri sees these moments—whether it's a spontaneous trip or a special meal—as ways to enrich her life, even while balancing the pressures of caregiving and financial planning. She understands that some opportunities may not come around again, so she's determined to seize them while she can.

The emotional toll of managing these responsibilities while trying to build a better future can be significant. Many Rebuilders, like Tidri, find themselves caught between caring for family members and working to save for their own dreams.

#### Attitudes of Rebuilders

Rebuilders interact with various industries, but their engagement is shaped by their focus on unique experiences balanced with affordability. They seek out services and products that will help them achieve their goals without putting them further into financial distress.

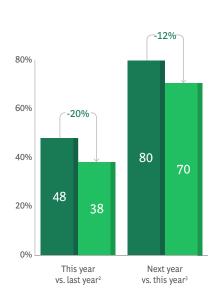
**Education:** Like Trailblazers, Rebuilders value their education highly because of its direct connection to employment. "You can't land a job without a degree," shares one Rebuilder.

**Health care:** Health care remains a major concern for Rebuilders, who are often worried about the financial impact of medical emergencies. "Being sick would stop me from pursuing my dreams," shares one. "Any accident where I'd need to shell out cash," says another. They have the lowest sentiment on health, are not spending as much on health care, and have the lowest trust in today's health care institutions. [Exhibit 26.]

# Exhibit 26: They are the least confident about their own health and on our healthcare system

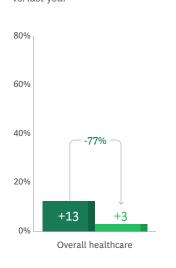
### Rebuilders have the lowest sentiment on their health

Net optimism1 on change in health

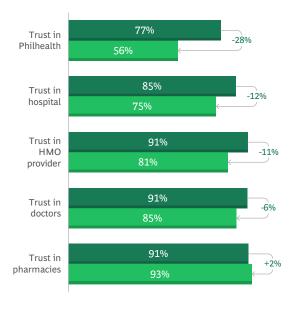


## They are not increasing healthcare spend as much as others...

Net increase<sup>4</sup> in spend this year vs. last year



## ...and they also have the lowest trust in today's healthcare institutions



1. Net optimism calculated by subtracting % of respondents who think their health has declined from the % of respondents who think their health has improved

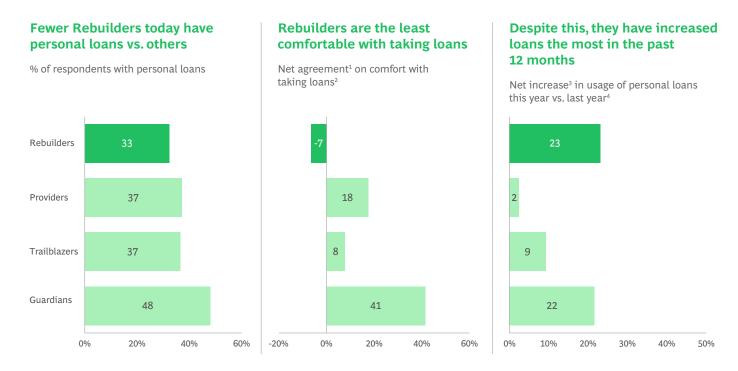
Rebuilders

Others

- 2. Question: "How would you say your health has changed since last year?"
- 3. Question: "How do you expect your health to change next year?"
- 4. Net increase is calculated by subtracting % of respondents who have decreased spend from % of respondents who have increased spend

**Source:** BCG survey on the Filipino Dream, October 2024 (n=1,484)

# Exhibit 27: Rebuilders have a negative sentiment towards debt, but there is an increasing need to take on loans



- 1. Net agreement calculated by subtracting % of respondents who disagree with the statement from the % of respondents who agree
- 2. Statement: "I am comfortable taking loans"
- 3. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 4. Question: "For each of these categories, how has your usage changed this year compared to last year?"

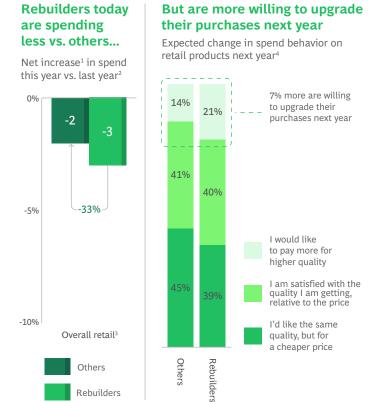
Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

**Retail and E-commerce:** When it comes to spending, Rebuilders are highly selective. They are spending less now versus others, but are open to upgrading their purchases

next year. They are also using e-commerce websites more than other segments. [Exhibit 28.]

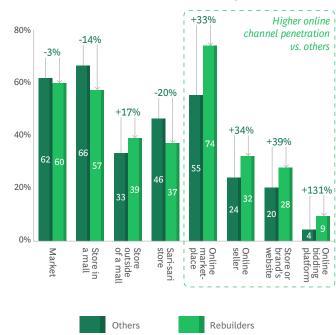
"Loaning is usually frowned upon. But in these times, it can be used for investments and risky yet rewarding opportunities."

# Exhibit 28: Rebuilders are spending relatively less, but are open to exploring new things in the future



#### Most of their purchases are still done offline, but they are penetrating online channels more quickly than others

% of Rebuilders vs. others who use the following channels<sup>5</sup>



- 1. Net increase is calculated by subtracting the % of respondents who have decreased spend this year from % of respondents who have increased spend this year
- 2. Question: "For each of these categories that you purchased, how would you describe your purchases this year compared to your purchases last year?"
- 3. Calculated using weighted average net increase across retail categories
- 4. Question: "Next year, how would you like your spending for this category to change?"
- Question: "For each of these categories that you purchased, where did you buy them from?"

Source: BCG survey on the Filipino Dream, October 2024 (n=1,484)

### **Unlocking Rebuilders**

To engage Rebuilders effectively, companies must offer practical solutions that align with their financial goals and cautious approach.

**Loans for the Loan-Resistant:** Rebuilders don't want to take loans but feel that they have to. Financial institutions that can create financial products that recognize this will win the trust of a segment that is eager to spend.

**Design Affordable Experiences:** While many Rebuilders are cutting down their spend, they are willing to spend on experiences to capitalize on prior experiences where they personally felt deprived.

**Support for Freelancers:** Many Rebuilders are already freelancing, and building around this alternative employment lifestyle will be important when it comes to winning this segment.

Rebuilders are resilient individuals who are determined to create better futures. While they face significant financial challenges, they are focused on achieving their goals through perseverance, education, and cautious financial management. By providing them with affordable, practical solutions and support, businesses can unlock the potential of this motivated and determined segment.



## Final Thoughts

What is your dream?

hether you are Filipino or not, a current client of BCG's or simply interested in the topic, you—like the 1,500 people that we surveyed—have your own dream. You may identify as a Provider, a Rebuilder, or a combination of the four clusters, but your dream is what drives you. Having made it this far in our study, you've hopefully been inspired to reflect on your own goals and aspirations, and have found a way to connect them with the dreams of 115 million Filipinos.

For us at BCG Manila, we believe that Filipino corporations are in a unique position of being able to help more Pinoys achieve their dreams. If anything, we might even consider it a responsibility.

"My dreams are for my family, of course.

I want to give back for all the sacrifices they've made since the beginning."

Allow us to end with our five takeaways for corporations in the Philippines:

1

**First, we still have a long way to go to address basic needs.** While most Filipinos are thankfully not dreaming of the basic need to put food on the table, the fact that our top three dreams are so interlinked with financial security suggests that Pinoys are still worried about making it through emergencies. This is likely a lingering effect of the Covid-19 pandemic. And we can't forget about families here—the fact that some of our younger respondents were the most concerned about health scares suggests that they are not only worried about their own personal well-being, but also about taking care of parents or grandparents in the event of a health scare. We should be concerned that Pinoys feel that the only path to financial security is to open their own sari-sari store or karinderya because their trust in institutions is low. Most corporations are institutions in their own right, and we need to earn back the trust of Filipinos to appreciate that we are partners in their own progress.

2

**Second, corporations should remember that the consumers they are selling to may also be entrepreneurs.** While we don't have specific data on what percentage of Filipinos have started businesses, the fact is an overwhelming majority dream of doing so. The products and services that we offer will not only be used by individuals for their personal needs, but may also play a secondary role in helping them with their businesses. Banking and fintech companies are probably most familiar with this duality, and we believe it is likely to grow over time as more Pinoys work towards achieving goals of entrepreneurship.

3

**Third, remember that every dream is someone's number one dream.** The lowest ranked dream in our survey, moving to a bigger city, was still selected by 4% of respondents as their top dream. Extrapolating this to the country's national population, it would be safe to assume that at least four million Filipinos have dreams of moving to a more urbanized environment. While there are some dreams that were more common to respondents, there are many large pockets comprised of millions of individuals whose top dreams range from traveling the world to paying for their kids' education.

4

**Fourth, nuance how you communicate to different segments.** While four individuals could all dream of traveling, they might have incredibly different movations for doing so. A Provider might be doing it to create a unique experience for her children, while a Rebuilder might be doing it to escape the stresses of everyday life. Understanding the motivations behind dreams can help you better connect with Filipinos.

5

Lastly, we encourage our readers to internalize the stories of the dreamers. While Sweeden, Eson, Joey, and Tidri are just four of more than 1,500 Filipinos that we surveyed, they were selected because their stories are emblematic of the broader trends that we found. At the end of the day, if we can create value for consumers by helping them provide for their families, gain personal independence, retire comfortably, or bounce back financially, we will have earned the right to capture some of that value for our shareholders.

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