

Did You Know: Consumers in Southeast Asia Already Intend to Increase Spending

May Shows Stronger Results than April

Indonesia

Nonprescription medications

9

Alcohol

8

Paid video streaming

7

Packaged foods

7

Food delivery and pickup

5

Malaysia

Food delivery and pickup

25

Packaged foods

16

Vitamins and supplements

15

Home purchases and home loans

14

Utilities

13

Philippines

Utilities

17

Food delivery and pickup

15

Fresh foods

12

Life insurance

10

Vitamins and supplements

9

Thailand

Eating at restaurants

22

Movies in a cinema

18

Vacation and leisure travel

16

Public transport

14

Mobile services

12

● Increase in net spending versus April (percentage points)

Source: BCG COVID-19 Consumer Sentiment Survey, April 25–May 3, 2020 (N = Indonesia: 1,532; Malaysia: 1,018; Philippines: 1,030; Thailand: 1,003).

Note: Question was “How do you expect your spend to change in the next 6 months across the following areas?” The change in net spending reflects a comparison of net spending in wave 1 versus wave 2 (e.g., net spending of 5% in wave 1 and net spending of 12% in wave 2 results in a 7-percentage-point increase). Countries are listed in order of decreasing number of new cases. The gradual reopening of businesses in Thailand is leading to big increases in categories most affected by the crisis.