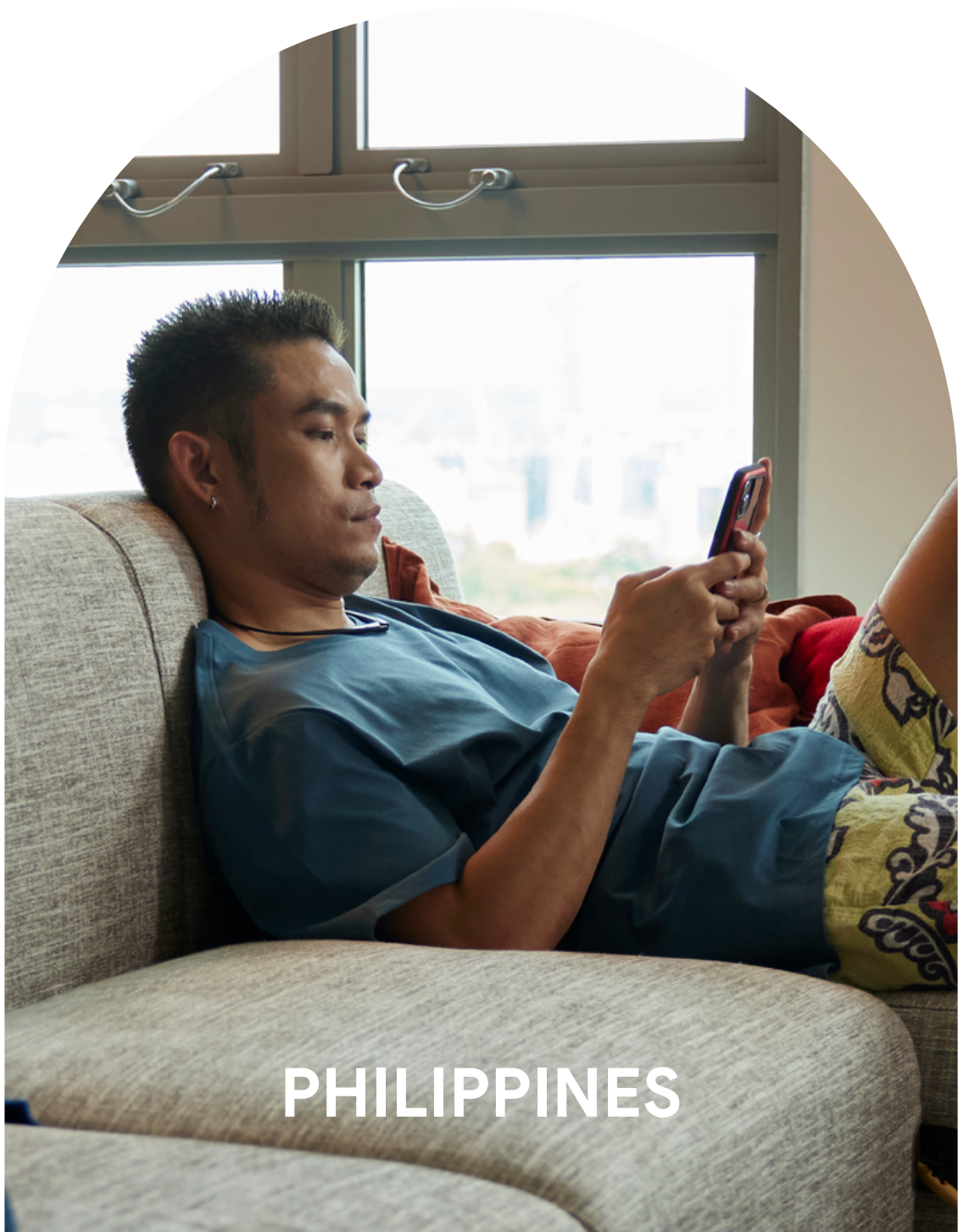


Think with Google

YEAR IN SEARCH 2022



PHILIPPINES

Look back to move your marketing forward

When life hands out lemons, Filipinos no longer just search for ways to make lemonade. Having weathered three years of disruptive changes, they're seeking to live life on their own terms and looking to be in control of their identities, lifestyles, and what they value.

We've noticed this shift as we analyze billions of searches every year to help marketers uncover meaningful audience insights.

INTRO

More than any other country in SouthEast Asia, Filipinos had leaned into Google Search in 2022 twice as much as they had pre-pandemic. Their searches point to how Filipinos are standing their ground amid sustained waves of uncertainty. With open minds, quick thinking, and digital savvy, they're seeking out authentic, fulfilling ways of living, working, and being that suit them, and not simply going with what life serves up.

We've identified three key insights about Filipinos based on what's top of mind for them as they search. In this report, we dive into the insights, what they mean for your brand, and how you can strengthen your marketing strategy for the year ahead.

Year in
Search 2022

THEME 1



Soul searching

SOUL SEARCHING

After three years of uncertainty, Filipinos are moving past merely coping or going with the flow. They're reenvisioning who they can be, on their own terms. When border restrictions limit people to their backyards, **they're taking the opportunity to dig deep into local traditions while also connecting with global cultures from home.**

SOUL SEARCHING

People are also looking to be their most full and authentic selves. Following on the heels of the Great Resignation, the Great Exhaustion is sweeping across the world, prompting people to focus more on their well-being, and upskilling themselves to land better opportunities. They're also embracing their individuality and searching with more specificity to satisfy their distinct needs and preferences.

Soul searching


1.1

Cultural Identity

Globally connected, locally focused.

We're seeing a paradoxical dissonance in people's searches: They desire to be plugged into global culture, but they're also celebrating what makes Filipino traditions unique.

This dynamic duality points to the increasing complexity of their identities as global citizens and proud denizens.



Asian cuisine crossed borders as search interest in **japanese restaurant** grew over 40% in the Philippines.

Filipinos are bringing back locally relevant fashion trends as events and gatherings are making a comeback. Search interest in **filipiniana** grew by over 130%.

While search interest in **ppop**, or Philippine Pop, grew by over 20%.



1.2

Personal Identity

Refined searches.

People are searching with greater specificity as they become more aware of their distinctive identities. Whether it's looking for "unisex perfume" (as compared with just "perfume") or "glasses for face shape" (as compared with simply "glasses"), people's searches reflect their evolving sense of self.

 anti aging cream  **+20%**

People's heightened sense of self is being reflected in their beauty regime, as search interest in terms containing "anti aging cream" grew by over 20%.

Search interest
in **haircut for men**
increased by
over 40%.

While search interest in
glasses for face shape
grew by over 15%.



Taking better care of themselves.

Searches for various forms of self-care are also on the rise, including ways to avoid burnout. Indeed, some 23% of people in Southeast Asia say they plan to spend more on self-improvement, including wellness, health and fitness, and education.¹



There's a touch of introspection in the air. Search interest in terms containing **anxiety meaning** rose by over 50%.

While search interest in terms containing **what is stress** grew by over 30%.





🔍 mental health 🎤 +20%

Search interest in “mental health”
grew by over 20%.

Embracing diverse identities.

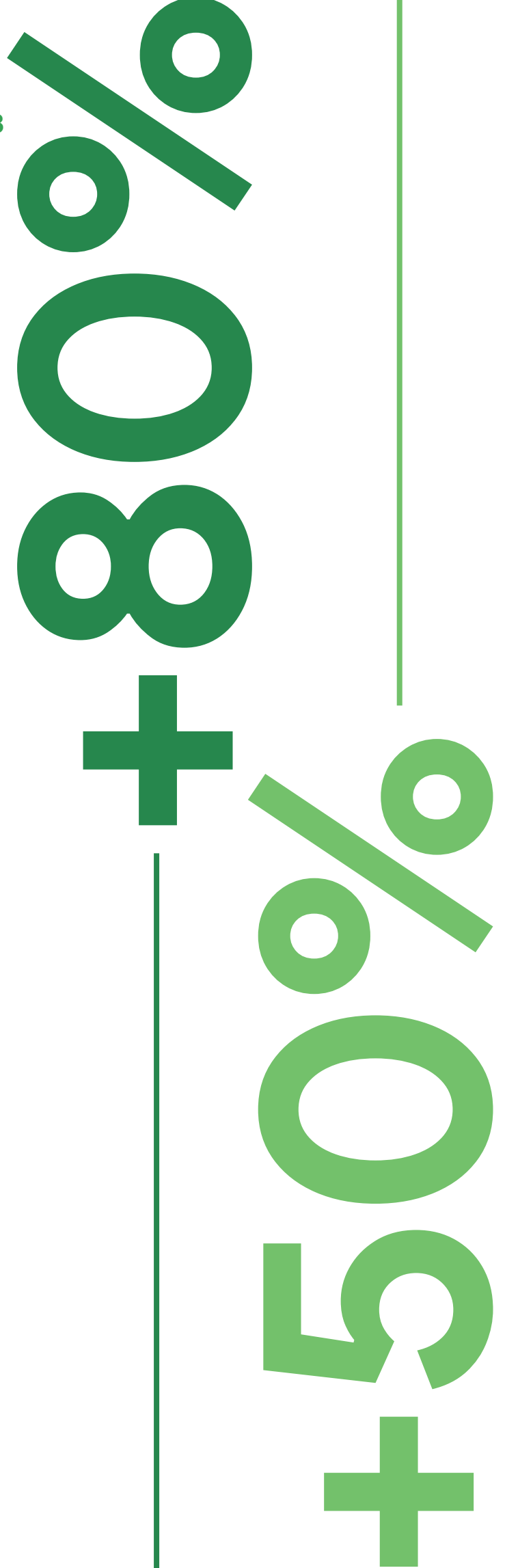
More than ever, people are embracing diverse lifestyles, with Gen Z leading the way in standing up for their personal brand and crafting their own identities.

As Filipinos look to Search to become more aware, search interest in **genderqueer** grew by over 40%.



Search interest in
solo parent increased
by over 80%.

While search interest
in terms containing
social equality
grew by over 50%.



1.3

Professional Identity

Harmony between work and home life.

Work and home life continue to be parts of a whole but people are now seeking to find harmony between the two, even if it means resigning from their current jobs.

Some others are seeking more flexible work arrangements, with 77% of workers saying they value remote work, and 42% saying they would refuse a job if they couldn't work from home.²

Filipinos explored their value in the job market, with search interest in salary negotiation rising by

+50%





As workers feel more emboldened to think about other jobs and styles of working, search interest in **quiet quitting** jumped by over 5x.

Search interest in **great resignation** increased by over 25%.

Upskilling and entrepreneurship.

Just as people are rethinking their work life, they're also expanding their skills with training, and considering striking out on their own.

— +210%

Search interest in **hybrid learning** grew by over 210%.

Filipinos were curious about a range of employment options, with search interest in terms containing **freelance** growing by over 40%.

Similarly, search interest in terms containing **business idea** rose by over 20%.





Marketing implications

01

Adopt inclusive marketing strategies as a mindset, not a checkbox.

Commit to diversity, equity and inclusion as a constant responsibility, and embed them into every aspect of your brand campaigns, from conception to execution and beyond. For marketing to feel truly inclusive and accessible, brands must understand and regard people holistically across the full spectrum of what makes up their identity, including gender, race, ethnicity, sexual orientation, and more.

With Filipinos becoming increasingly socially-conscious, initiatives that center on improving the perception and treatment of social groups such as the LGBTQ+ community, women, and people with mental illness, were a common and effective approach in brand campaigns. One example is the Gravity campaign by Accenture, Inc., the YouTube Works 2022 Grand Prix Winner.

For more tips, check out [inclusive marketing best practices](#) on Think with Google.

+80%

of Gen Zers in APAC would pay more for a product if the brand supports an issue they care about.³

02

Reimagine Search.

Recent innovations in Search are helping people find what they're looking for in more natural and intuitive ways. As people increasingly search with images and text together, think about investing in compelling image assets to bring your ads to life through a diverse representation of people and products. This makes it easy for people to see relevant visuals of your products and services, and take action, especially on mobile.

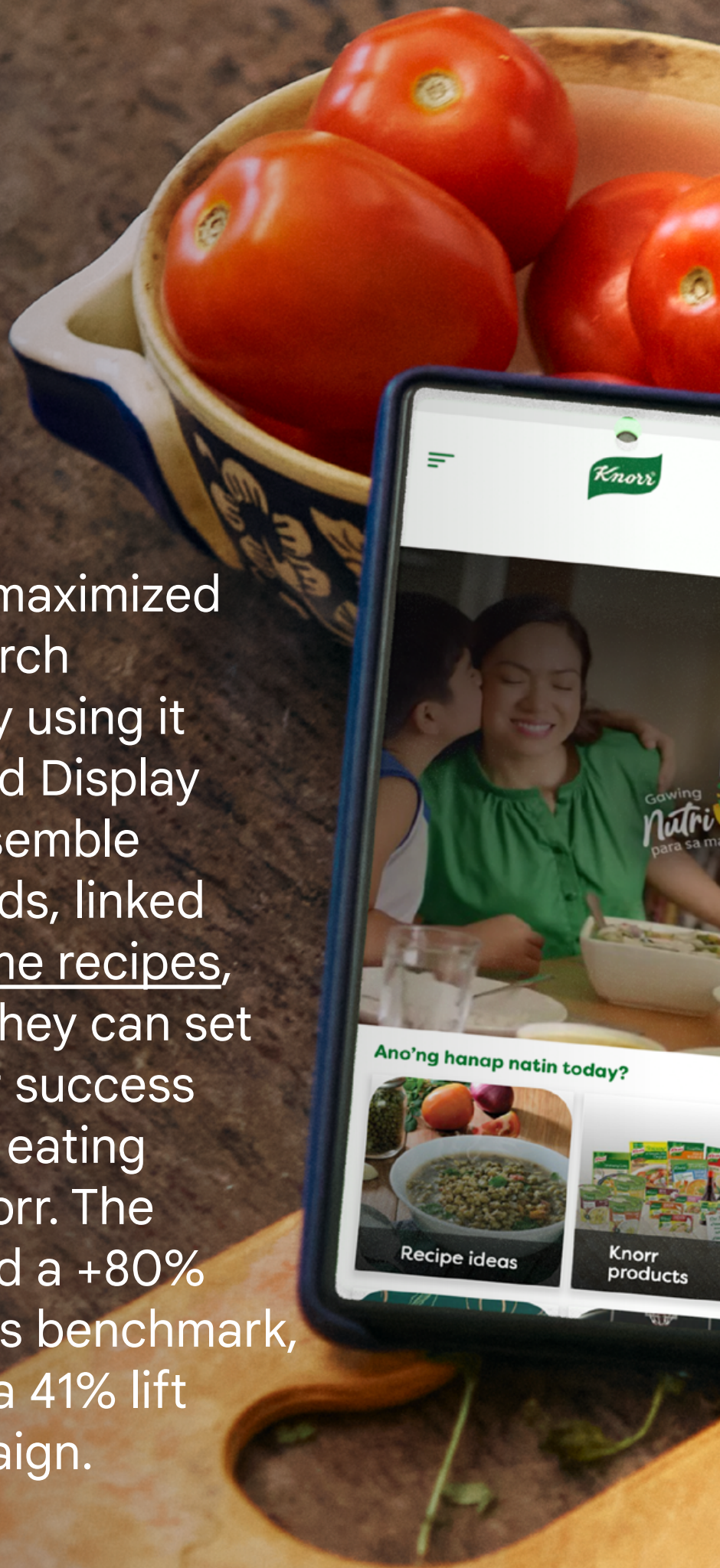
In fact, advertisers see a 10% increase in click-through rates when image extensions show with their mobile Search ads.⁴

To further personalize your ad to diverse audiences, you can use responsive search ads (RSA). It automatically generates and tests different combinations of headlines and descriptions to create ads that show relevant messages to each person in their own context.



Brand Example

Knorr Philippines maximized the potential of Search image extensions by using it to create Search and Display Ads designed to resemble tarot cards. The cards, linked to Knorr's wholesome recipes, show parents how they can set their children up for success and good health by eating nutritiously with Knorr. The campaign generated a +80% click-through rate vs benchmark, and contributed to a 41% lift in sales post-campaign.





THEME 2



Value hunting

VALUE HUNTING

As inflation rises, Filipinos are reassessing the cost of things. They're looking at not only the sticker price but also what they consider to be of value. For instance, **people are being more pragmatic and focusing on the essentials, with 40% of consumers making fewer impulse purchases and prioritizing needs over wants.**⁵ Along the way, people are discovering that wallet-friendly options like second-hand clothing don't just save money; they can also help to save the environment.

Source: 5. Google commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA, KR, AR, CO, BE, CL, PE, SE, NL, DK, FI, NO ~n=500-1,000 online consumers 18+ per market. Sep 8-11, 2022.

VALUE HUNTING

Trust in a brand plays a significant part in people's calculations. They're searching for clear indications of whether a brand provides quality service and reliable products. And they're looking for the one that offers the best deal overall rather than the cheapest price. It's why searches for **most popular** are higher than those for **most affordable**.⁶

Value hunting

Source: 6. Google Trends, Worldwide, Shopping category, Oct 5, 2021-Oct 5, 2022.

2.1

Seeking Value and Knowledge

People are more carefully weighing their buying options.

As costs rise, people are carefully considering how and when they spend, seizing the right moment for the best deals. Globally, search interest in **compared to** remains consistently high,⁷ and 73% of shoppers in Southeast Asia are shifting budgets from wants to needs.⁸



+40%

Search interest in **best deal** grew by more than 40%.

Shoppers in the Philippines are increasingly comparing products and services.

Search interest in **which one** jumped by more than 160%, and **which is better** rose by over 20%.



Seeking greater economic literacy.

As the global economy remains uncertain, people are looking for information to increase their financial and economic literacy, from learning about the causes of rising prices to emerging investment trends, to make decisions that count.



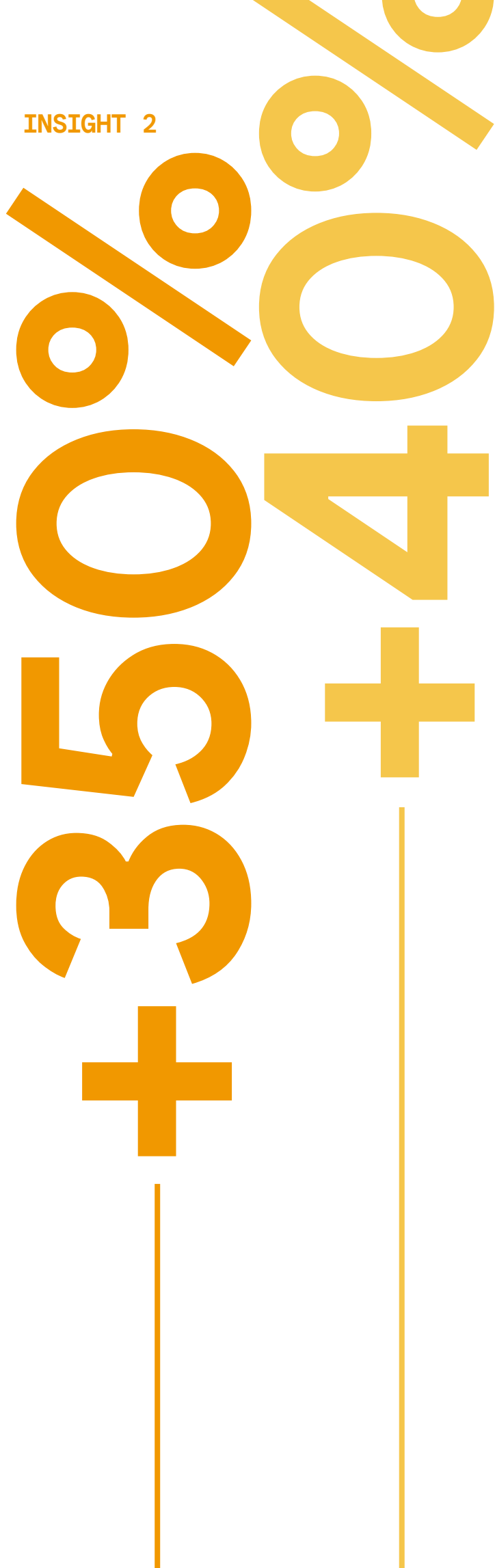
+90%

Search interest in terms containing “inflation” grew over 90%.



Filipinos are striving to be financially independent, with search interest in terms containing **cryptocurrency** growing by over 350%.

While search interest in terms containing **when to sell** and **when to buy** both rose over 40%.



2.2

Saving Money and the Planet

SAVING MONEY AND THE PLANET




Inflation and sustainability are going hand-in-hand in forming an unexpected alliance.

People are discovering that purchases which support sustainability, such as electric cars, can help them be savvier about their spending, especially when petrol prices rise.

In fact, 73% of Southeast Asian consumers say they are willing to choose a more sustainable product or service if given the option.⁹

Source: 9. Google-commissioned Ipsos e-Conomy SEA Research 2022, ID, MY, PH, SG, TH, VN, N2: On average, how much more would you be willing to pay for products/services that are more sustainable (e.g. reducing fuel / carbon emissions, etc)? Weighted base: Digital users in Southeast Asia n=8,144.



With the cost of living continuing to rise, search interest in terms containing philippines inflation rose by

+110%



+80%

At the same time, as people become more environmentally conscious, search interest in terms containing **hybrid cars philippines** and **sustainable energy** grew over 80%.



2.3

**Trusted
Brands
Above
All Else**

As economic concerns mount, consumer trust remains ever more imperative for brands.



Shoppers enter the messy middle with doubt and skepticism, and they're scrutinizing brands and products for lasting quality as they search for daily necessities. Among Southeast Asian consumers, three of the top five factors influencing purchase decisions — positive reviews, established brands, and return/money back guarantees — are all strong signals of consumer trust.¹⁰

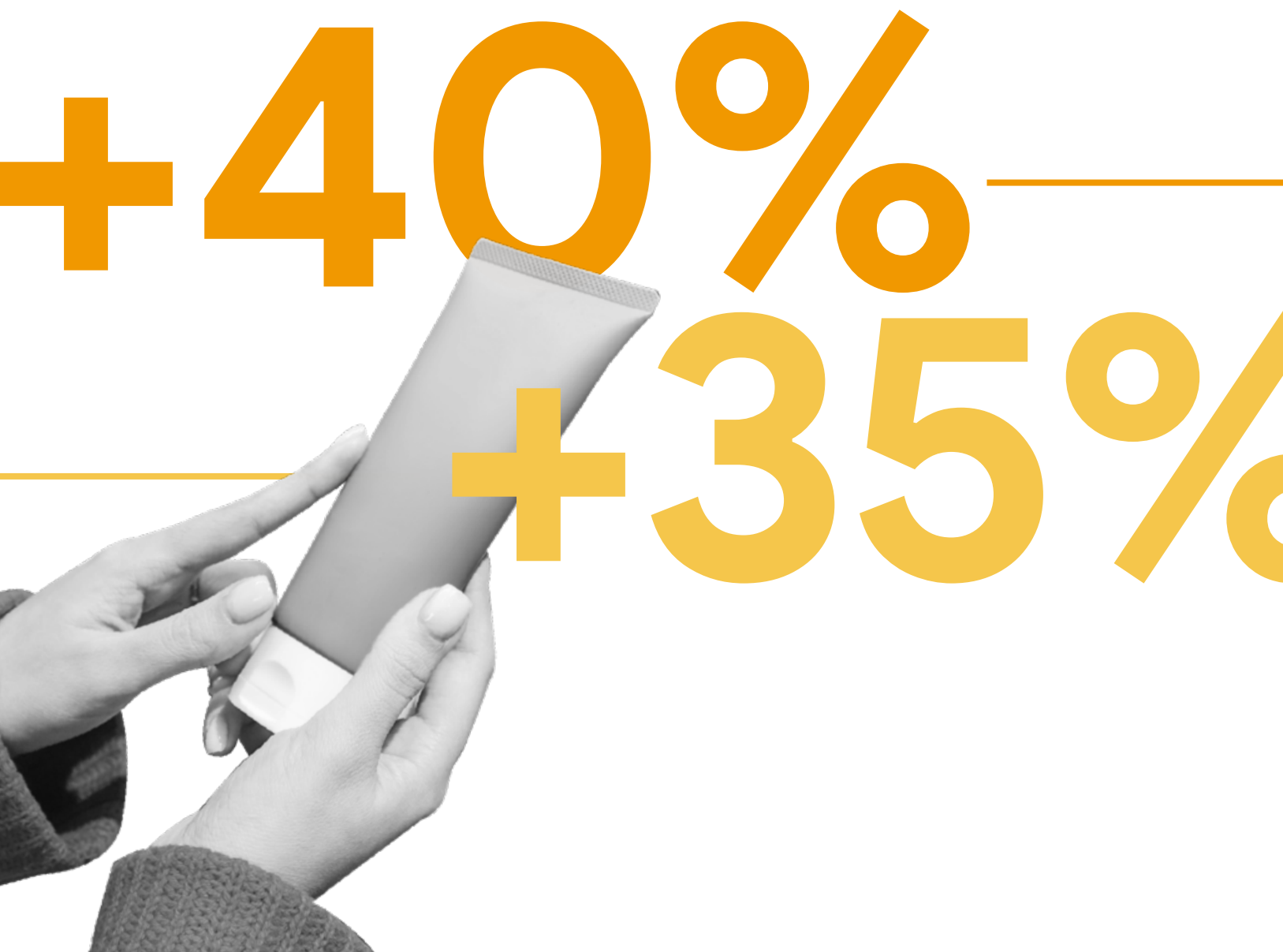
Authenticity is top of mind in the Philippines, where search interest in **original product** leapt by more than 55%.

Source: 10. Google-Kantar Shopper Pulse SEA, August 2022. Base: Researched and purchased product in P2M, Home appliances/White Goods Total n=420, ID n=84, SG n=84, TH n=84, VN n=84. PH n=84.



Search interest in terms containing **most recommended** grew by over 40%.

While search interest in **customer review** rose by over 35%, as brand trust became more vital.



01

Use AI-powered ad solutions to stay nimble as trends shift.

To keep pace with how people are navigating shifts in prices, your brand can use AI-driven ads to immediately deliver the best deals to people as they search for affordable – and trusted – options.

Adopt a “tried-and-new” approach that blends traditional Search best practices with Google’s AI-powered products. For example, combining value-based bidding with broad match keywords will help your brand show up in new, high-performing queries.

+80%

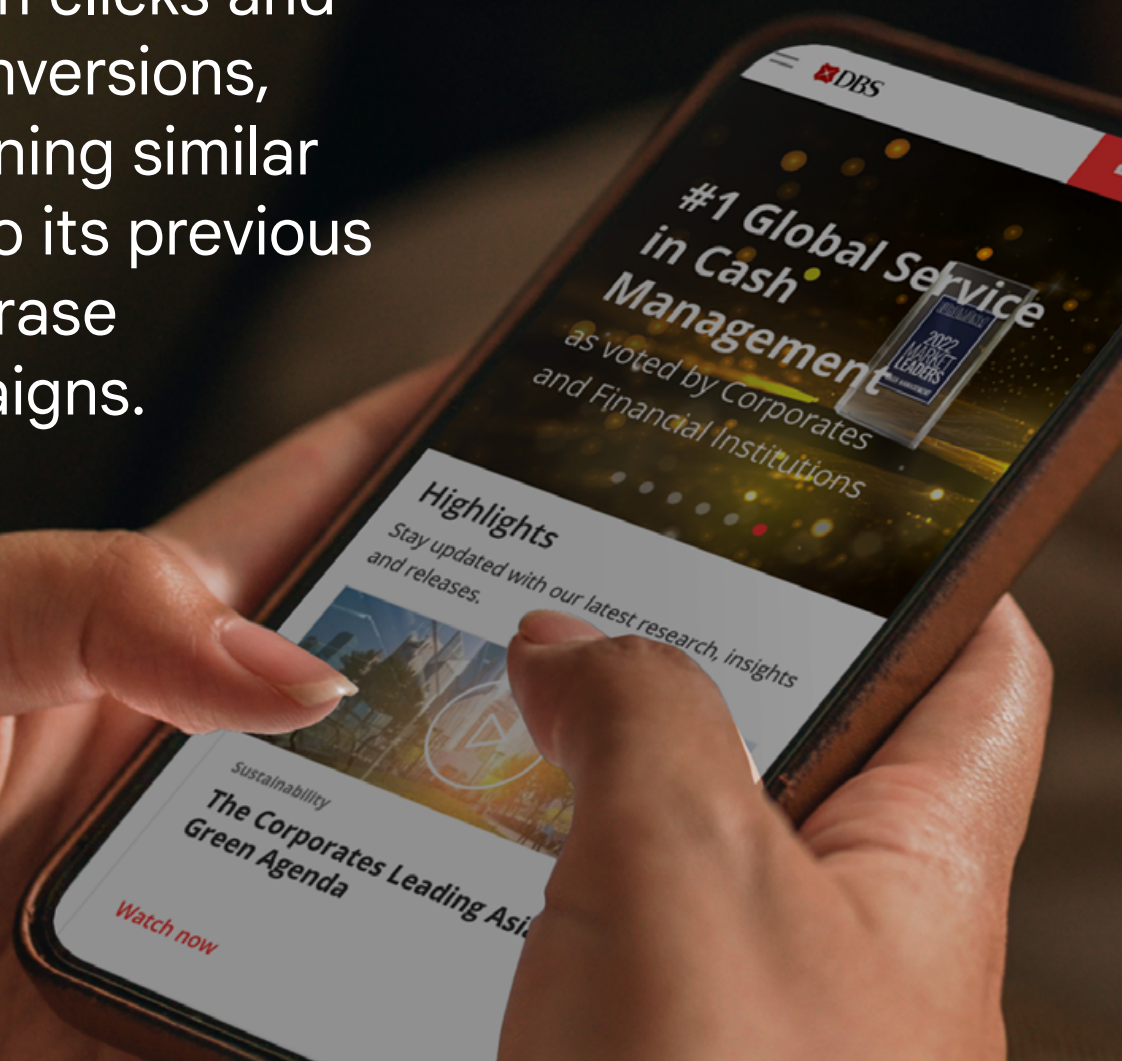
of Google advertisers around the world now use automated bidding to unlock Search's full potential.¹¹



Source: 11. Google Internal Data, Global, March 16, 2021 to April 12, 2021.

Brand Example

To acquire more customers and unlock incremental conversions, Singapore's leading consumer bank **DBS** expanded its keyword match type to broad match. Combined with Smart Bidding, the expansion to broad match successfully unlocked a 64% growth in clicks and 31% more conversions, while maintaining similar efficiencies to its previous exact and phrase match campaigns.



02

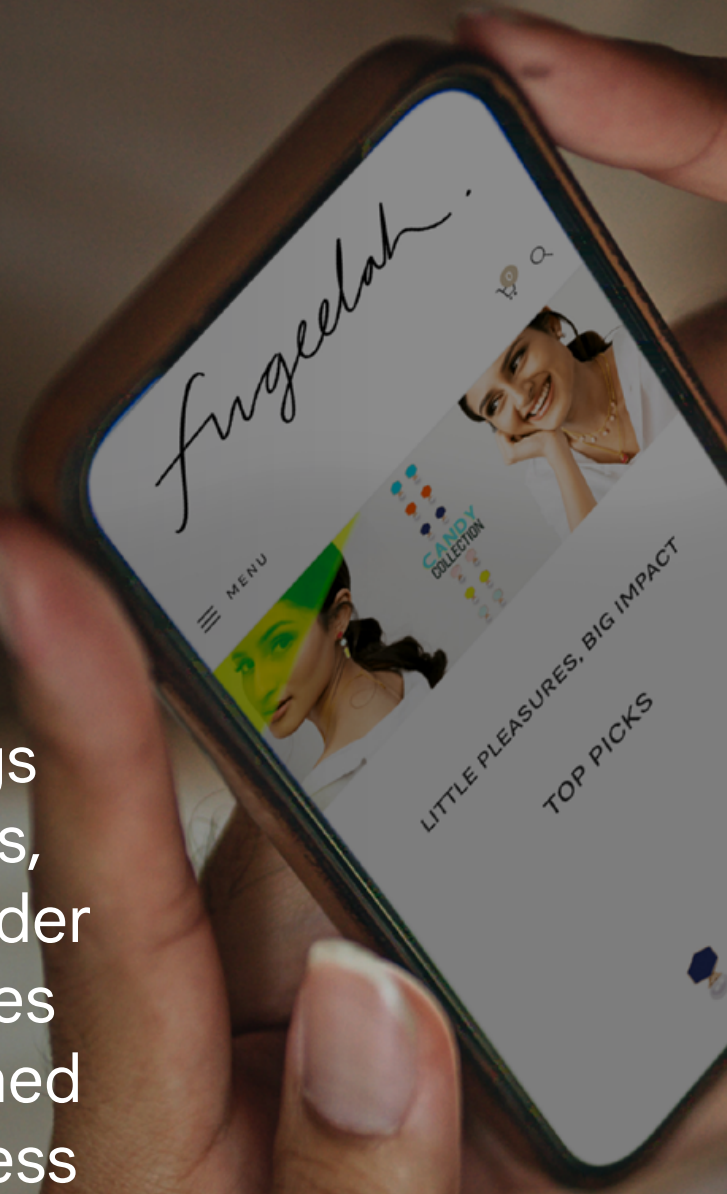
Be transparent in your sustainable efforts.

Today, environmental issues have become the second-most pressing issue among people in Southeast Asia.¹² Consumers are taking note of this more than ever before, prioritizing their search for green brands. Brands poised to thrive are those that innovate to minimize their environmental impact while strengthening credibility by offering full transparency about their sustainability efforts.

Source: 12. Google-commissioned Ipsos e-Conomy SEA Research 2022, ID, MY, PH, SG, TH, VN, N1: Please share your views on some key issues in the world today. Select the top 2 topics that are important to you. Weighted base: Digital users in Southeast Asia n=8,144.

Brand Example

Malaysian social enterprise **Fugeelah** created limited-edition bags made from upcycled fabrics, while Filipino e-wallet provider **GCash** offered to plant trees in exchange for points earned when its users made cashless transactions or took other green-forward actions. In the blooming second-hand clothing market, **Lululemon** implemented a buyback initiative where customers can trade in older goods and earn credits toward new sustainable purchases.





Look back

to move

forward

to market

THEME 3



Finding joy

In the face of constant waves of disruption, people are realizing that they don't want to put their lives on hold any longer. While uncertainty persists, they're no longer letting it stop them from living their best lives, whether it's indulging in a massage or finally celebrating milestone events like weddings in person. Instead, **they're finding ways to enjoy life's little luxuries, even if it means making concessions or spending extra time searching for better deals.**

FINDING JOY

People have also merged their online and offline lives into a continuum, with people wholeheartedly embracing the convenience of digital services and the unique magic of offline experiences. As Southeast Asia's digital economy approaches \$200 billion, we see rising searches in digital services like instant delivery. At the same time, people are going offline in bigger ways, with live concerts and Michelin-starred dining back on the menu.

Finding joy

3.1

Little Luxuries and Cheap Thrills


LITTLE LUXURIES AND CHEAP THRILLS



People care about value but aren't ready to give up the little luxuries in life.

They're searching for ways to fit expensive purchases into their budget. Some may wait to invest in big-ticket items, while others seek cheap thrills, with 80% of Southeast Asian shoppers looking for more affordable ways to treat themselves.¹³

The hunt for all-you-can-eat culinary adventures has led to an over 130% increase in search interest in **best buffets**.



People are looking to indulge themselves. Search interest in terms containing **bag brands** grew by over 40%, while search interest in **staycation** jumped by over 25%.

+40%

+25%



3.2

**Travel
Resumed,
Even if
it's Budget**

TRAVEL RESUMED, EVEN IF IT'S BUDGET



In 2022, demand for travel surpassed 2019's pre-pandemic levels across most of APAC.¹⁴

75% of people say they want to travel as much as possible in the near future, and 29% of Southeast Asian shoppers say they're reluctant to put off a long-awaited trip.¹⁵ They're also open to changing their daily habits to save up for big travel purchases.

Source: 14. Internal Google Search data for air and accommodation-related queries; Excludes queries with no specified destination.

15. Google-Kantar Shopper Pulse SEA, Aug 2022. SEA n=5000, ID n=1000, SG n=1000, TH n=1000, VN n=1000, PH n=1000.



As people maximize their leaves, search interest in terms containing affordable beach resort grew by over 100% and in terms containing passport requirements grew by over 40%.

TRAVEL RESUMED, EVEN IF IT'S BUDGET | INSIGHT 1



+320%

Filipinos are looking to the skies to take off, as search interest in terms containing **cheapest flights** grew by over 320%.

Travel preferences are generational.

Millennials are more likely to splurge and treat themselves, with 1 in 5 searching for top-of-range vacation options, and 3 in 10 opting for premium travel products and experiences. Among Baby Boomers, 57% say value is important when planning their travels, and 50% say that they want flexible options for free cancellation or rebooking.¹⁶

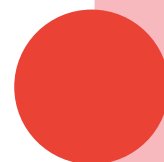


3.3

Using Online
to Simplify
the Offline

People are increasingly savvy about which channels they use to optimize their experiences.

They're using digital services in bigger ways than ever before to make their lives easier, and investing the time they save to enjoy the offline experiences that matter to them.



Online search trends:

Search interest in terms containing **online multiplayer games with friends** grew by over 40%, and search interest in **e-wallet** grew by over 55%.



🔍 online appointment 🗣️ +80%

Convenience is top of mind and digital services are here to stay, as search interest in “online appointment” jumped by over 80%.

Offline activity search trends:

Search interest in terms including
dress up rose by

+210%



With the Philippines getting back on its feet, search interest in terms containing “cinema philippines” grew by over 280%, while search interest in “concert tickets” grew by more than 165%.



cinema philippines



concert tickets



Marketing implications

01

Respond to consumer demand in real-time.

These Search trends give us a sense of what matters to people in the moment, how they're feeling and what they're looking for. Use the [Google Ads Insights](#) page to identify new and changing consumer demand, and respond quickly, including in real-time. The data shows how search behavior is shifting in the moment and can be tailored to individual business preferences, such as location and language.

02

Rethink online and offline boundaries to meet your shoppers wherever they are.

Today's customers are living — and shopping — in a channel-less world, making a frictionless omnichannel strategy more important than ever. Globally, search interest for **in-store** nearly tripled since the beginning of 2022.¹⁷ At the same time, 90% of APAC consumers expect retailers to sell their products online, and even those who purchase offline still refer to at least one digital channel for research.¹⁸

Source: 17. Google Trends, Worldwide, Shopping Category, Jan 1, 2022–Nov 3, 2022.

18. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=500–1,000 online consumers 18+ per market, Dec. 2–5, 2021.

Use Performance Max campaigns to promote your products or services across all of Google's advertising channels and inventory by creating one easy-to-manage campaign. To further optimize performance, use value-based bidding to bid on outcomes, in the journey from lead generation to purchase, that matter most to your business.



Brand Example

McDonald's Philippines was looking for a more scalable way to drive orders for its delivery service, McDelivery. So to complement its always-on Search campaigns, it launched Performance Max and enabled conversion tracking on both the McDelivery website and app with just one campaign. After a two-month pilot, the campaign delivered 21% incremental orders, 4.3x return on ad spend, and significant time savings through the use of automation.



The marketing tips that we've shared here will help you unlock consumer trends in the Philippines, and find business growth through Search and marketing innovations. We'll continue to share more of such important consumer trends and marketing strategies throughout the year on [Think with Google](#), so stay subscribed for the latest insights.

All Google Search data points included in this report are from Google Trends, Sept 2021-Sept 2022 versus year over year, unless otherwise indicated.

Look back
to move
our marketi
forward

Think with 

**YEAR IN
SEARCH
2022**