

The 2026 eCommerce Savvy Shopper Report: Philippines

Filipino savvy shoppers are leading the next phase of eCommerce growth



47%

Higher monthly spending*

More than
1 in 3

Filipino shoppers are 'Savvy' (36%)**



US\$3.3B

weighted spending gap in the Philippines alone.

*The steepest of any market in SEA
**The highest in SEA

Filipino savvy shoppers are emerging as a valuable force in the market



US\$3.3 billion

Weighted spending gap in the Philippines in 2026

Country	% Savvy Shoppers	Monthly Spend Uplift vs. General Shoppers	Weighted spending gap in 2026*
 PHILIPPINES	36%	47%	US\$3.3Billion
 INDONESIA	28%	19%	US\$3.6Billion
 VIETNAM	25%	44%	US\$2.2Billion
 THAILAND	22%	27%	US\$1.4Billion
 MALAYSIA	20%	36%	US\$0.9Billion
 SINGAPORE	9%	13%	US\$0.1Billion

*Estimates based on annual eCommerce marketplace spending in Southeast Asia in 2026

The Philippines has the highest share of Savvy & near-Savvy shoppers

58%

of Filipino shoppers are savvy and near-savvy—the largest combined pool in Southeast Asia.



PHILIPPINES



36%

Savvy shoppers

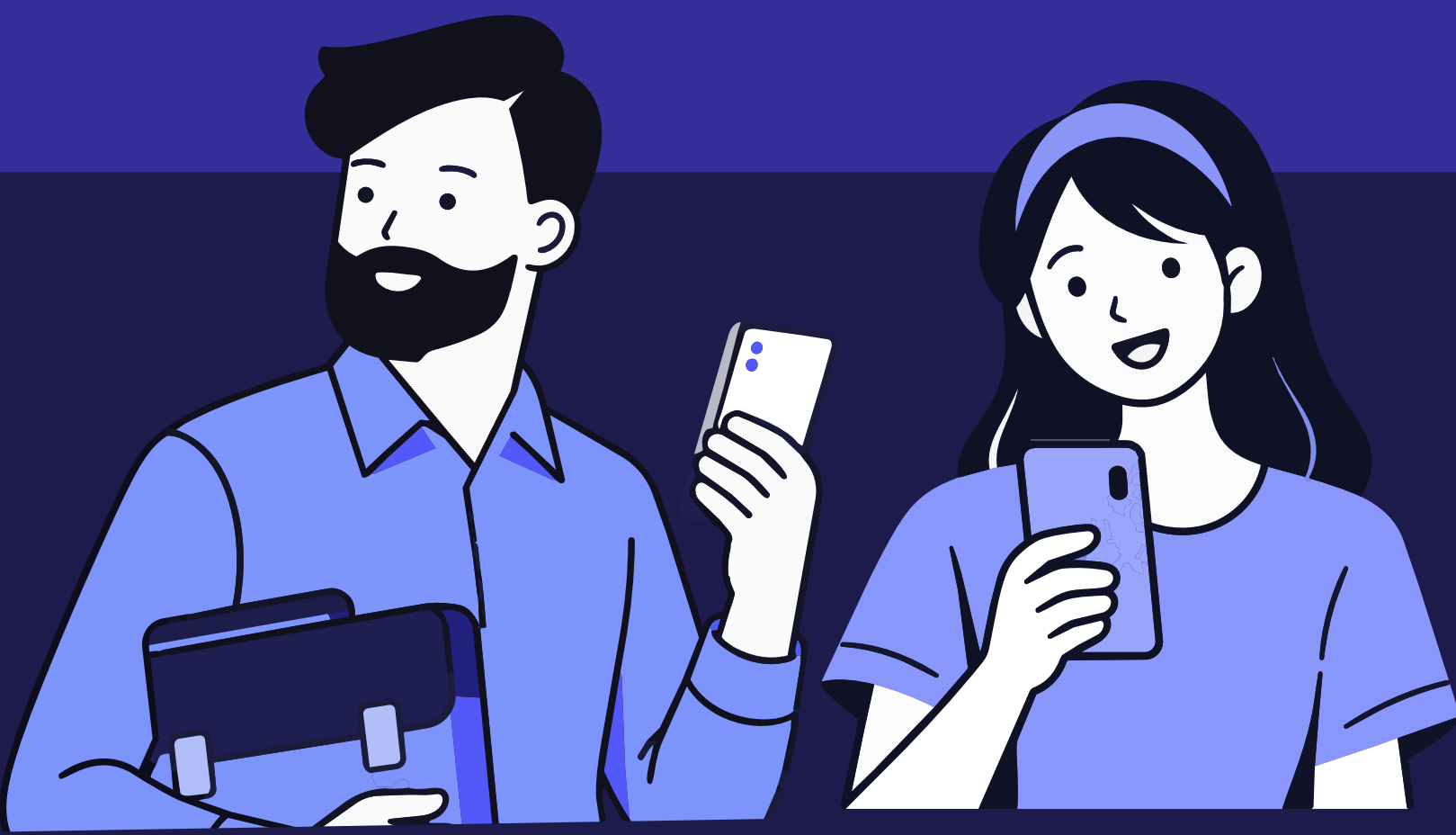


22%

Near-savvy shoppers

In Southeast Asia, shopping well means more than finding the lowest price

They are willing to put in more effort for value but far less willing to give up trust.



The Philippines is the only Southeast Asian market where both Gen X and Gen Z shoppers are equally willing to pay more for stronger purchase protection.

Trust is a cross-generational cultural trait, not just a younger-generation behavior.

Shopper savviness looks at four dimensions:



How Lazada Makes Savvy Shopping Easier

