

A city skyline at night, viewed from an elevated perspective. The foreground is dominated by a multi-lane highway with numerous light trails from cars, creating a sense of motion and flow. The trails are primarily blue and white, with some green and red accents. The city buildings in the background are silhouetted against a dark sky, with some lights visible on the structures. The overall color palette is dominated by blues and purples, with a gradient from dark blue on the left to a lighter, more vibrant blue on the right.

Consumer Economic Sentiment

A majority of the Emerging Asian middle class believe their local economic environment has improved over the past year, with the exception of Thailand, where half say it has worsened

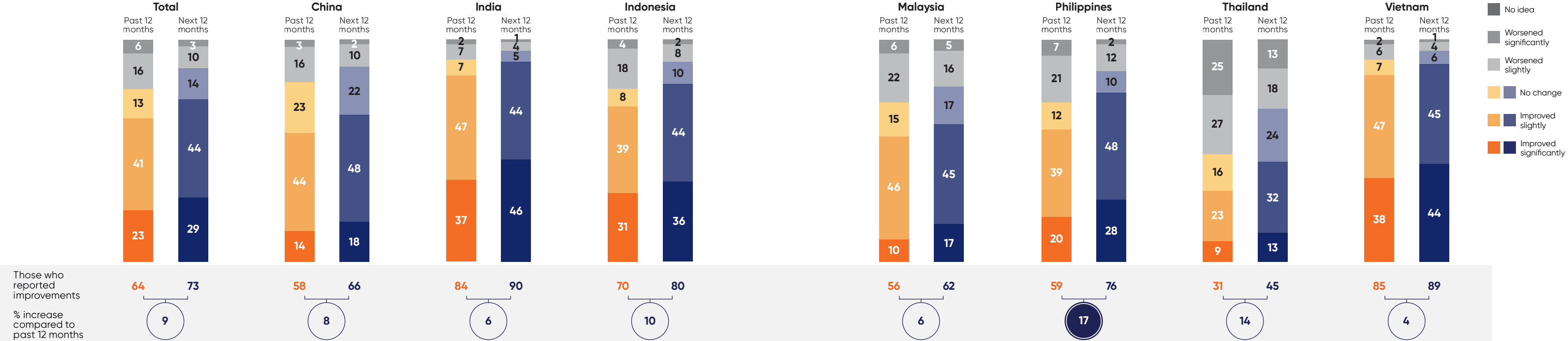
Consumers in Vietnam, India and Indonesia perceived the most improvement over the past year, while in Thailand, only 31% feel the economy has improved.

Emerging Asian middle class are optimistic about their local economic outlook for next 12 months

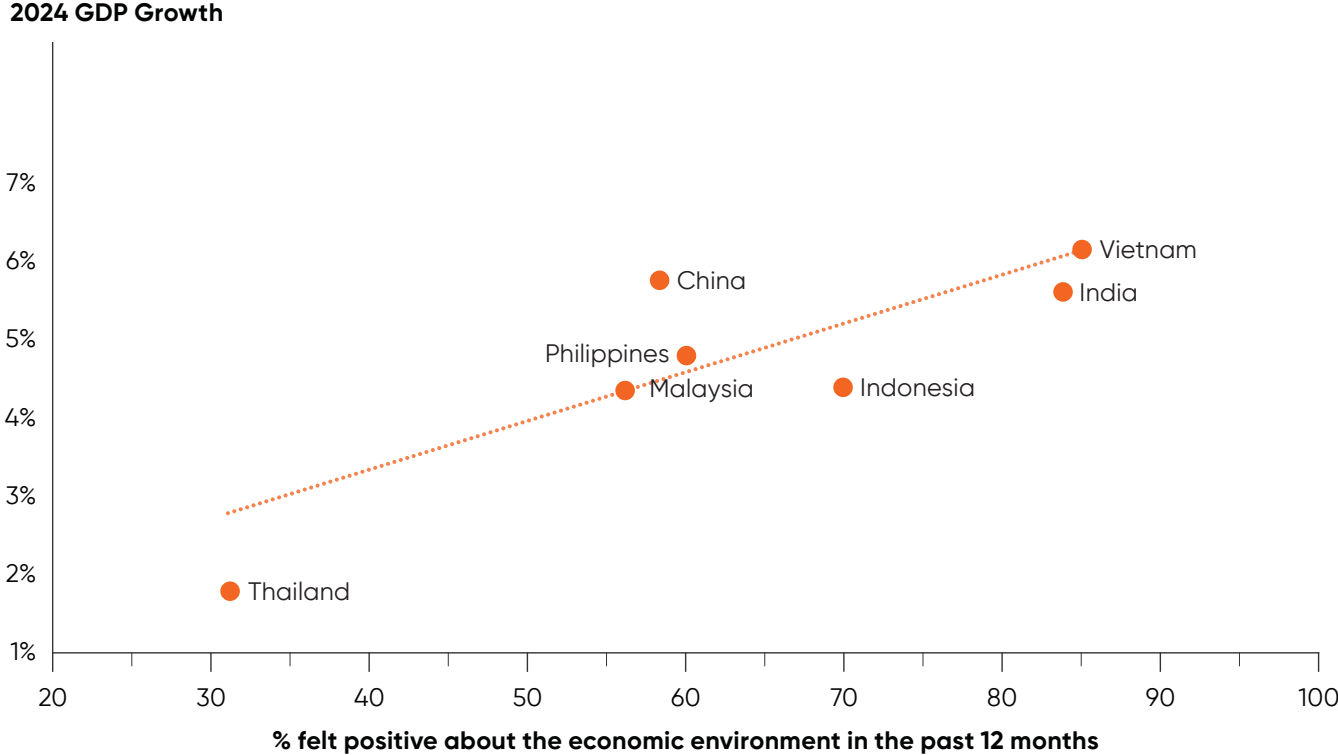
All markets reported improvements in sentiment for the next year compared to the previous 12 months, with the biggest increases noted in the Philippines and Thailand.

Indian and Vietnamese middle-class consumers are most optimistic, with around 90% expecting improvements in their local economic conditions in the next 12 months.

Perceived change in economic environment in the past 12 months and the next 12 months (%)



Consumers' perception of past economic performance largely matched actual GDP growth in 2024

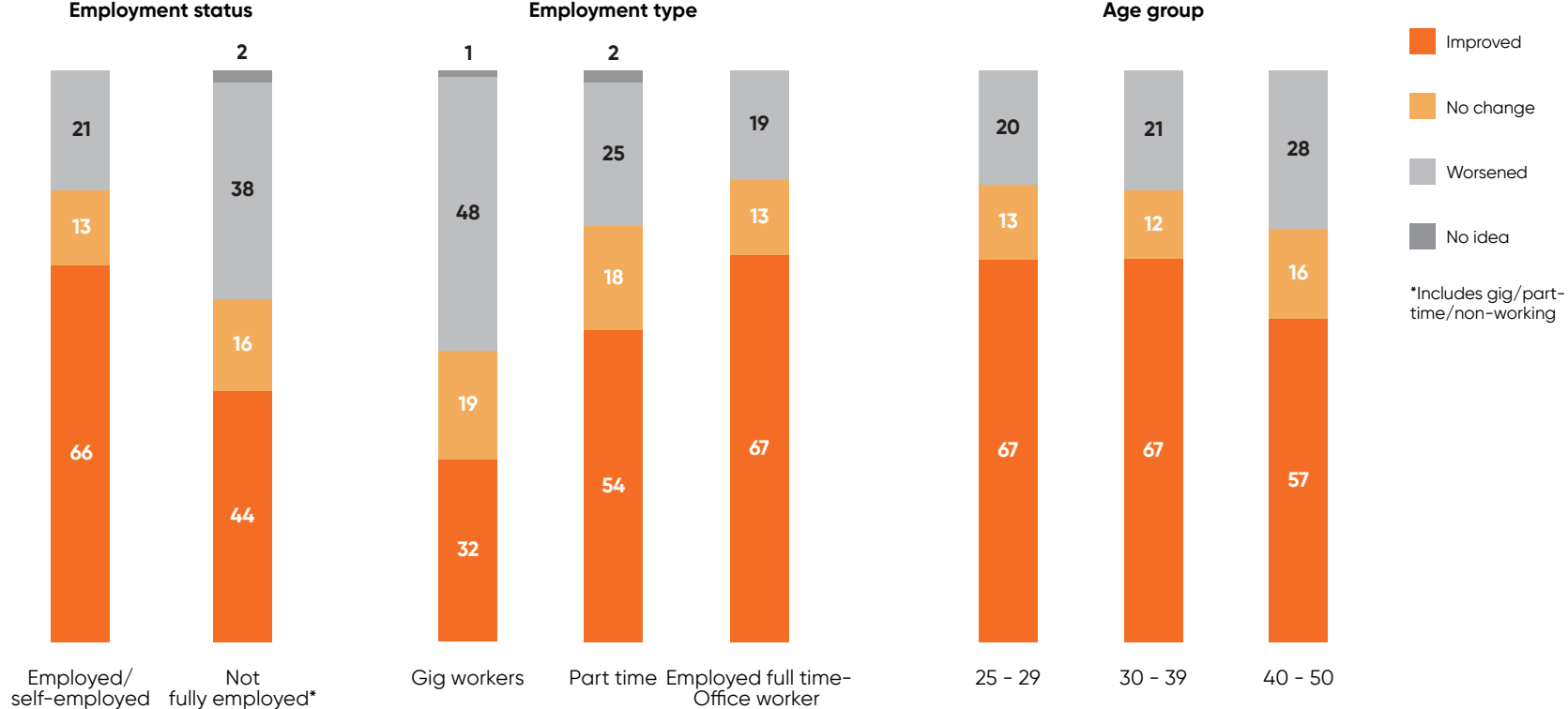


Full-time working individuals are more optimistic about the economy, compared to gig/part-time workers

Full-time working individuals are more likely to feel their local economic situation has improved. Those who are not working full-time, including gig/part-time workers, tend to have a more negative view of economic performance.

Older individuals (aged 40+) are also less positive about the economic environment over the past year.

Perceived change in economic environment in the past 12 months (%)



A2. How do you think the local economic environment has changed over the past 12 months? | Base: Employed/self-employed (n=7,611), Not fully-employed (n=484), 25-29 (n=1,848), 30-39 (n=4,101), 40-50 (n=2,146), Gig workers (n=149), Part time (n=83), Employed full time office worker (n=5,802)

Consumers' household outlays increased across most categories, and are likely to follow the same pattern over the next 12 months

This implies growing financial confidence and a stronger focus on future financial security among the Emerging Asian middle class. It also suggests a mindset of cautious optimism, where the Emerging Asian middle class feel stable enough to allocate more toward savings and investments rather than just daily expenses. There is also a trend towards deleveraging, as borrowing lags other financial allocations.

Finance allocation changes in the past 12 months and expected over the next 12 months (%)

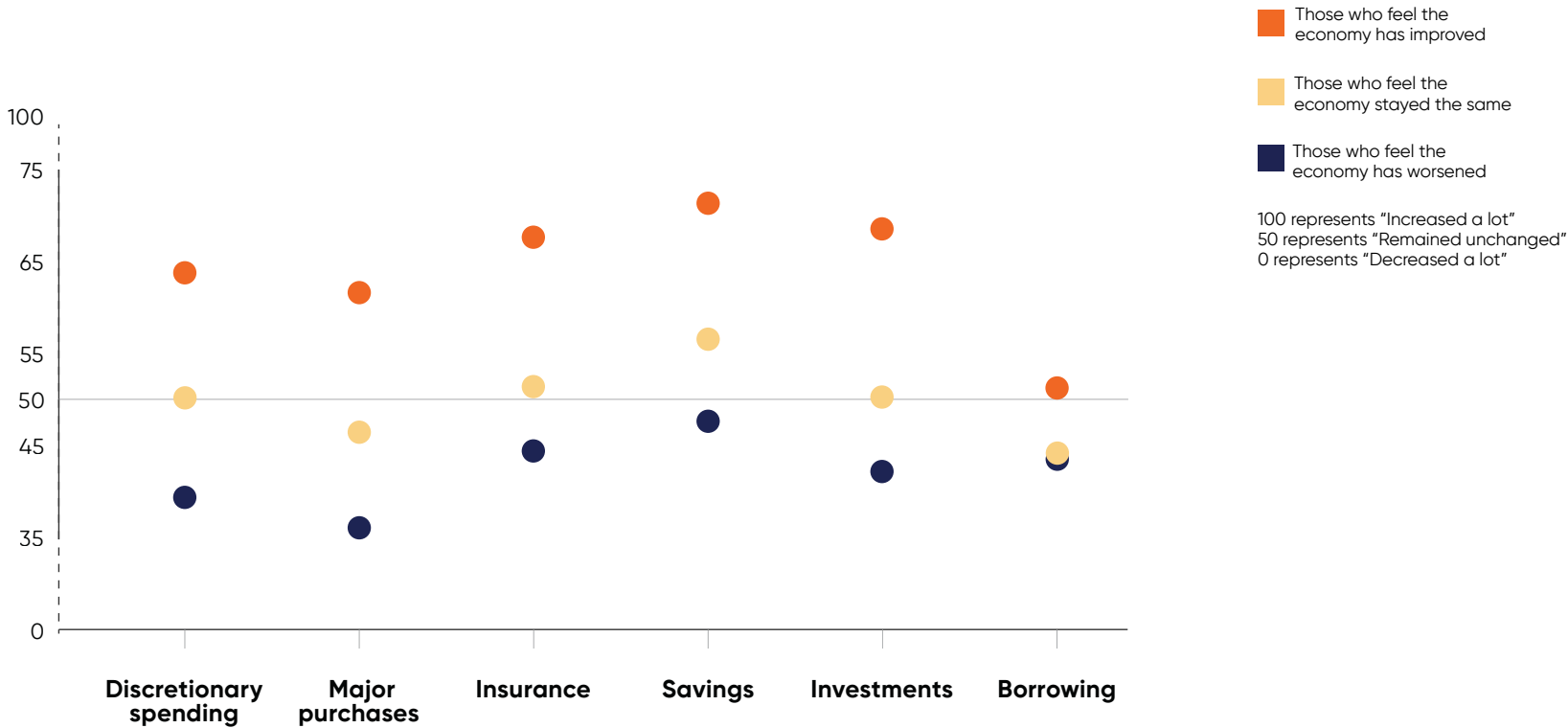


A2.1. Thinking about the past 12 months, have you increased or decreased spending in the following aspects because of changes in the economy? | A2.3. Do you expect to increase or decrease your spending in the following aspects over the next 12 months due to economic fluctuations? | Base: All respondents

While optimism is encouraging higher household outlays, the trend is characterised by a focus on deleveraging – where savings are increasing more than borrowing

Those who feel the economy has improved tend to save and invest more. In contrast, those who believe it has worsened have cut back the most on discretionary spending and major purchases.

Spending changes by perceived economic performance over the past year (%)



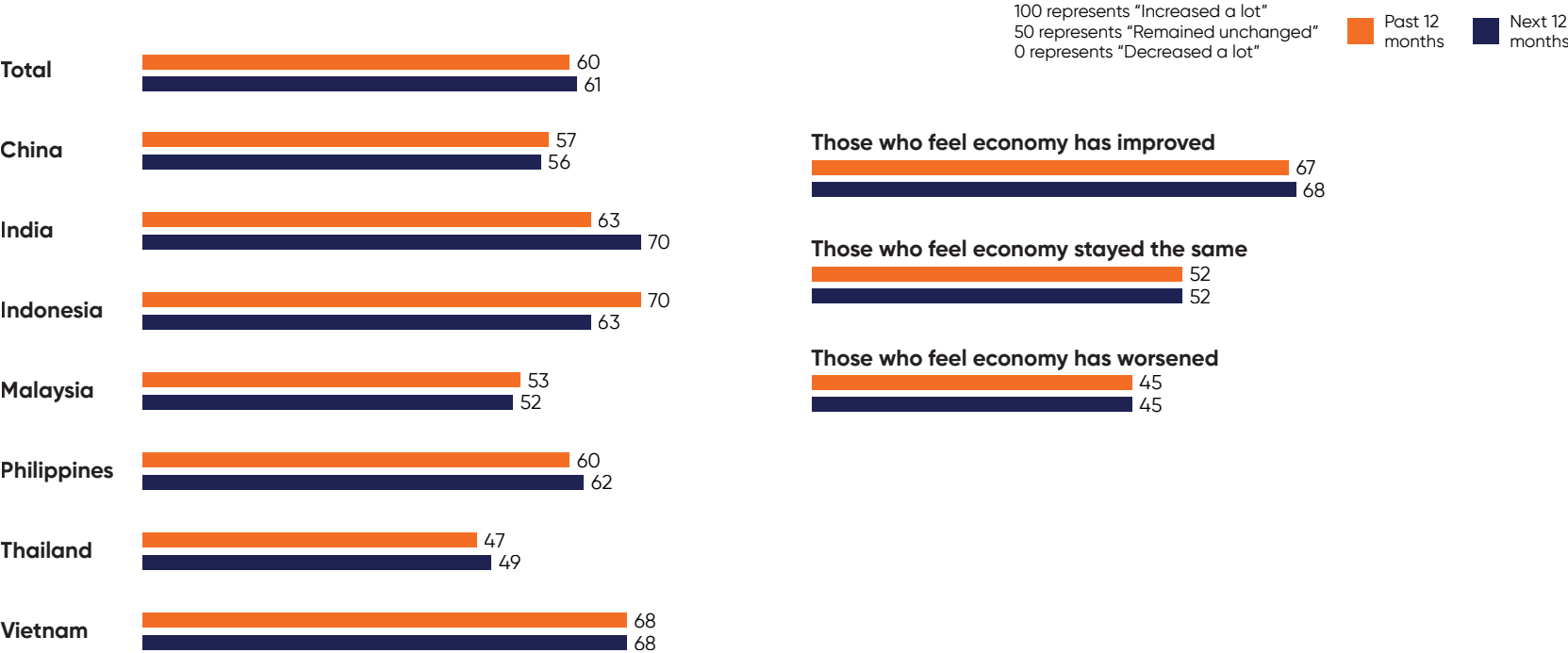
A2.1. Thinking about the past 12 months, have you increased or decreased spending in the following aspects because of changes in the economy? | Base: Those who feel economy has improved (n=5,203), Those who feel economy stayed the same (n=1,802), Those who feel economy has worsened (n=1,045)

Optimistic individuals more likely to increase insurance spending amid economic improvement

Consumers who are optimistic about economic improvement are more likely to boost their insurance spending compared to those who believe the economy is deteriorating.

Insurance spending is sticky – compared to other household outlays, it falls less among those who are pessimistic, and rises significantly among those who are optimistic about the economy.

Insurance spending changes in the past 12 months and the next 12 months (%)



A2.1. Thinking about the past 12 months, have you increased or decreased spending in the following aspects because of changes in the economy? | A2.3. Do you expect to increase or decrease your spending in the following aspects over the next 12 months due to economic fluctuations? | Base: All respondents.

