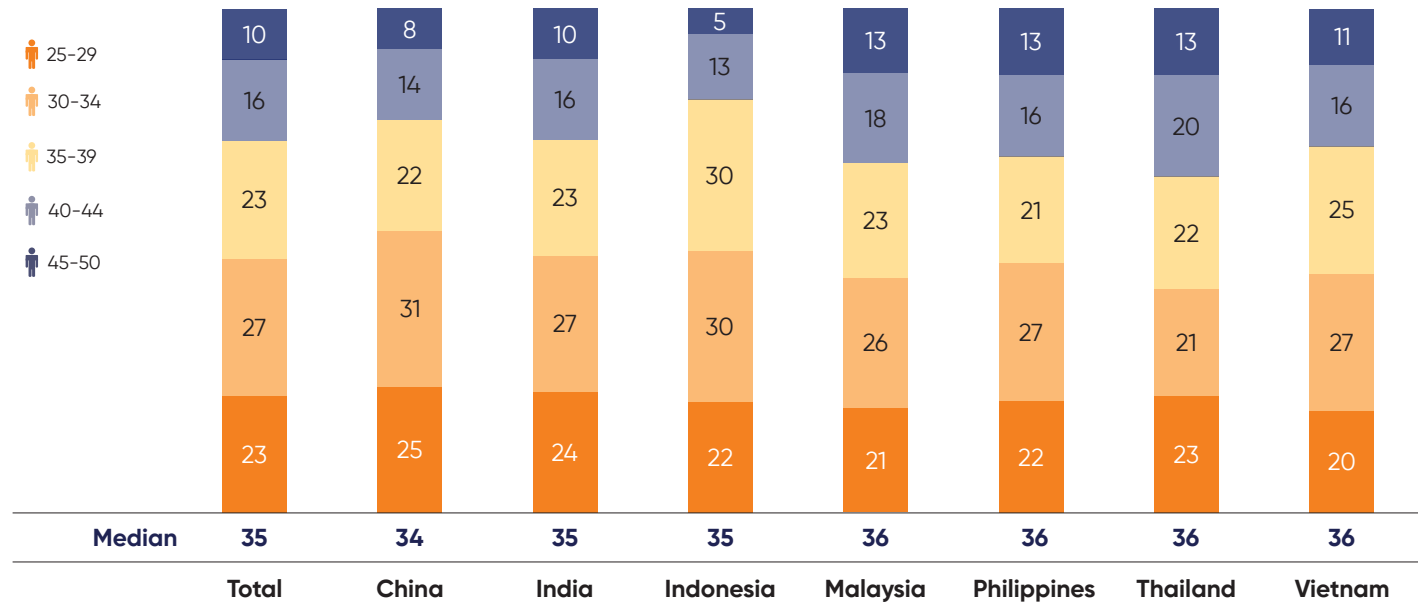
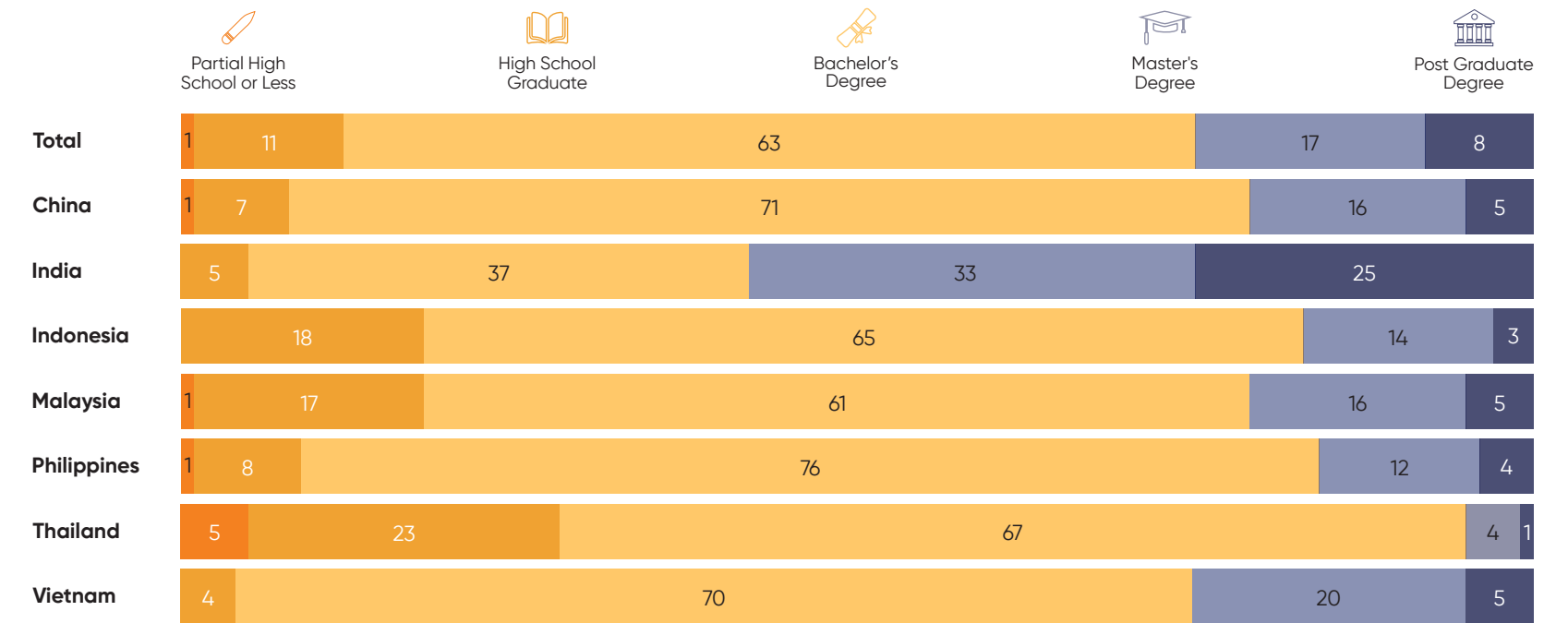


Demographics and Comparisons 2024/2025

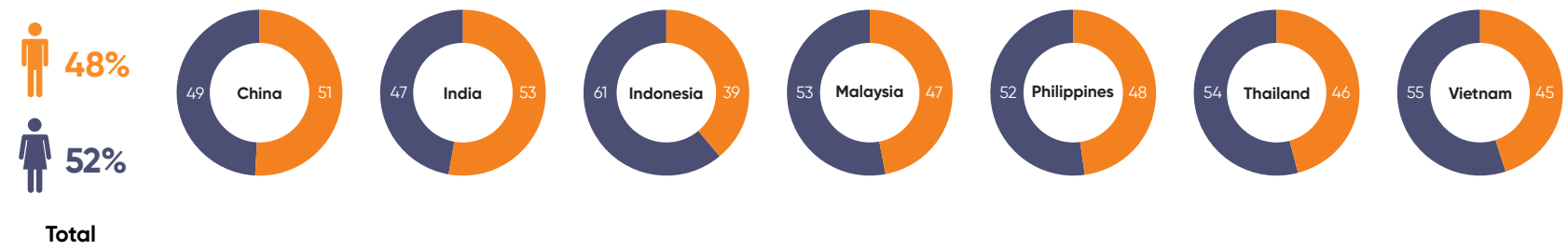
Age (%)



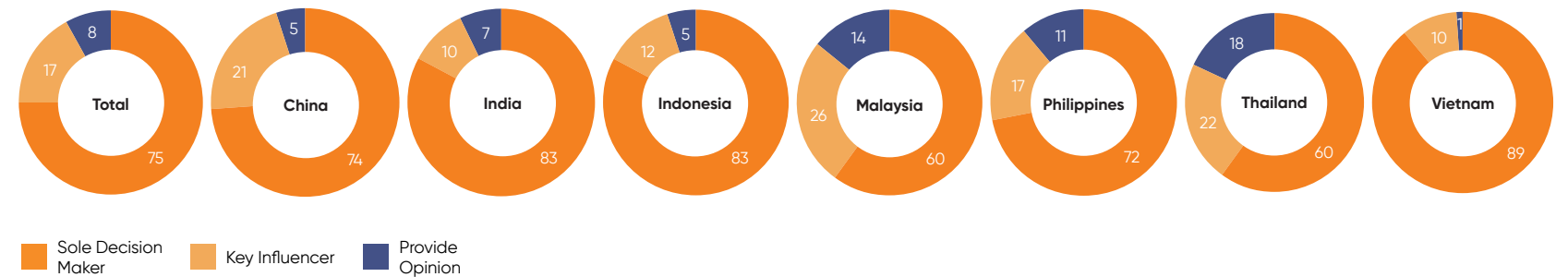
Education (%)



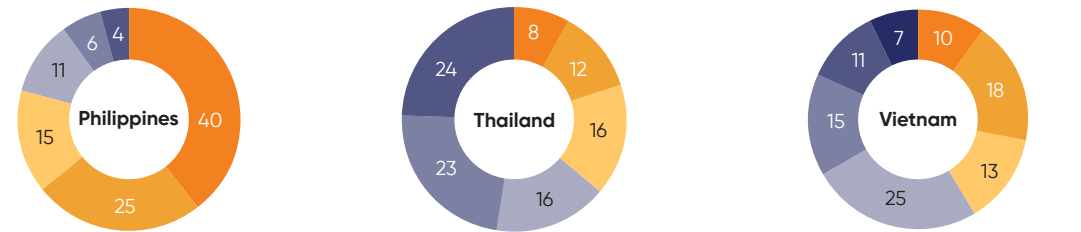
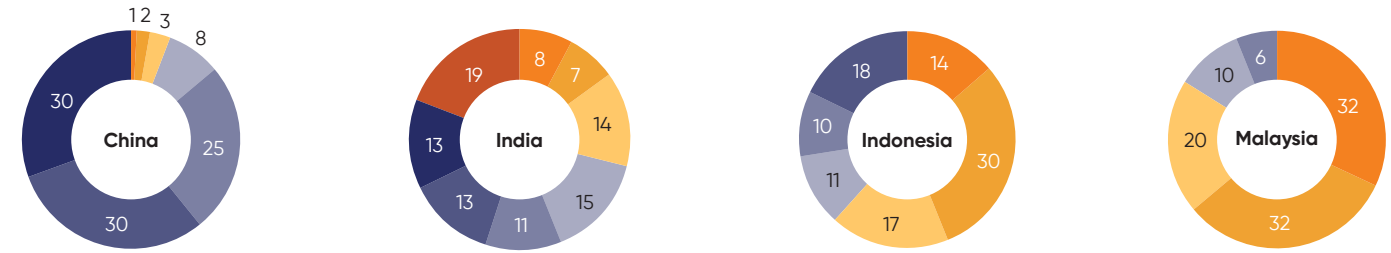
Gender (%)



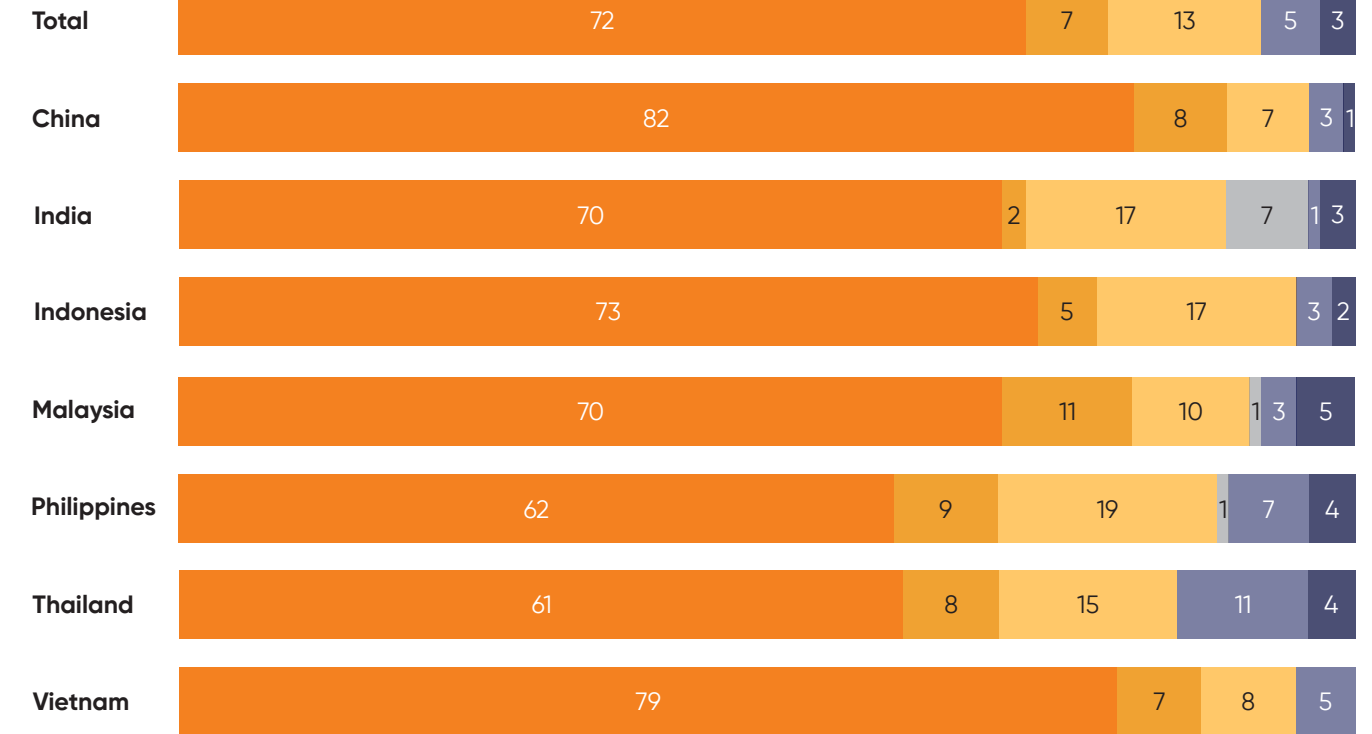
Key financial decision making (%)



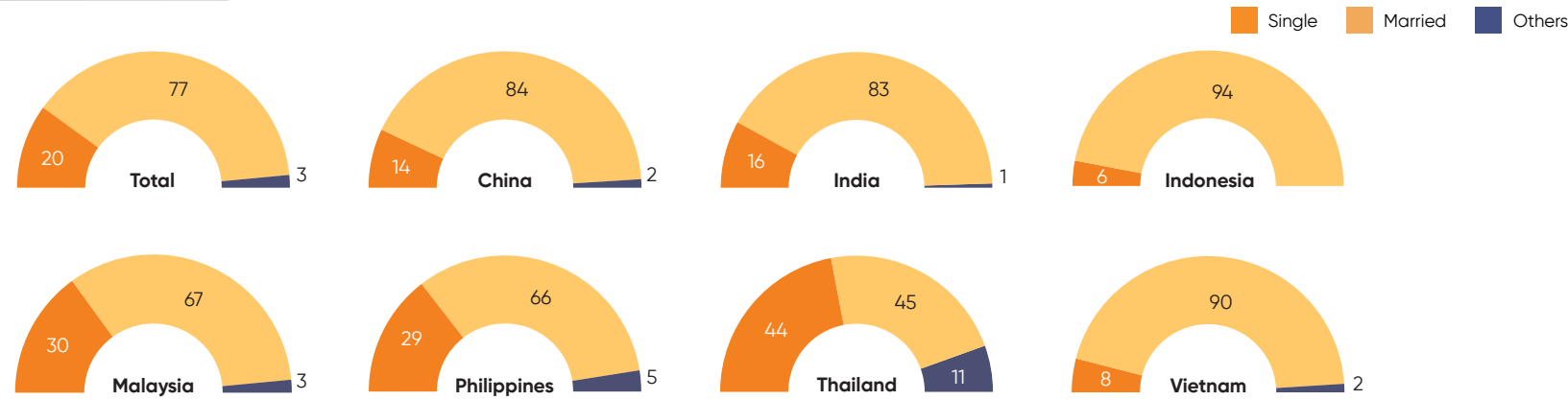
Household income (%)



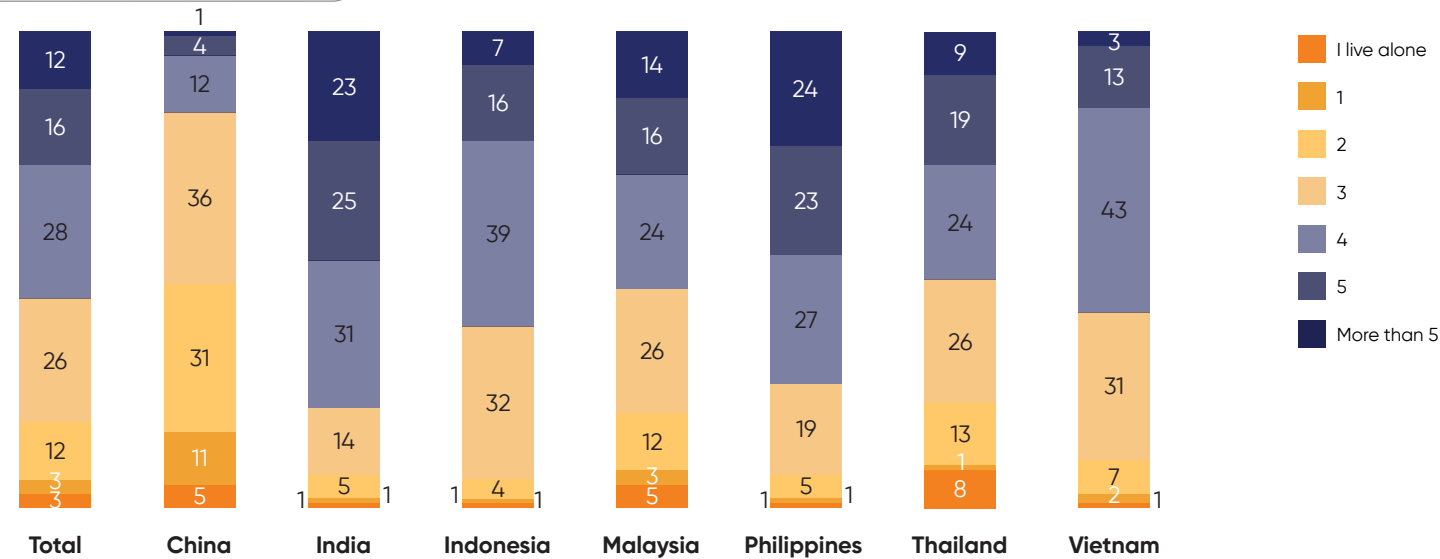
Employment status (%)



Marital status (%)



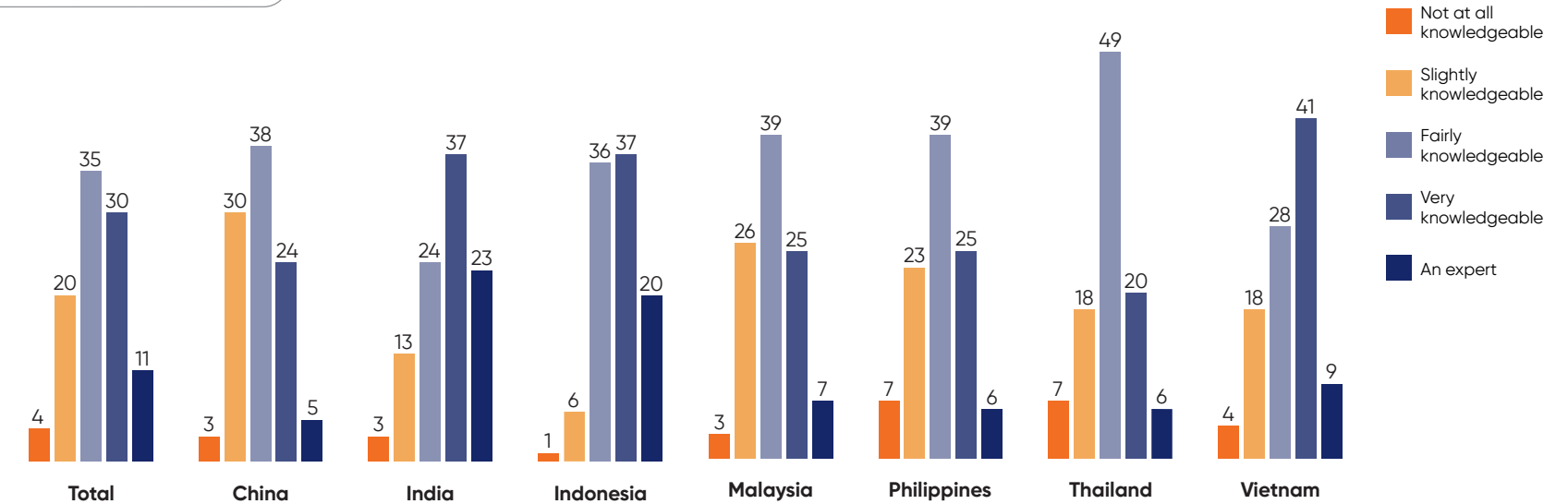
Members living in the HH (%)



Number of children (%)

	Total	China	India	Indonesia	Malaysia	Philippines	Thailand	Vietnam
0	24	32	18	7	35	20	48	9
1	37	55	35	38	24	30	31	38
2	30	12	40	43	23	31	18	48
3	6	1	5	10	11	14	3	4
4	2	0	1	1	5	4	0	1
5	1	0	1	1	1	1	0	0
6+	0	0	0	0	1	0	0	0

Financial Literacy (%)

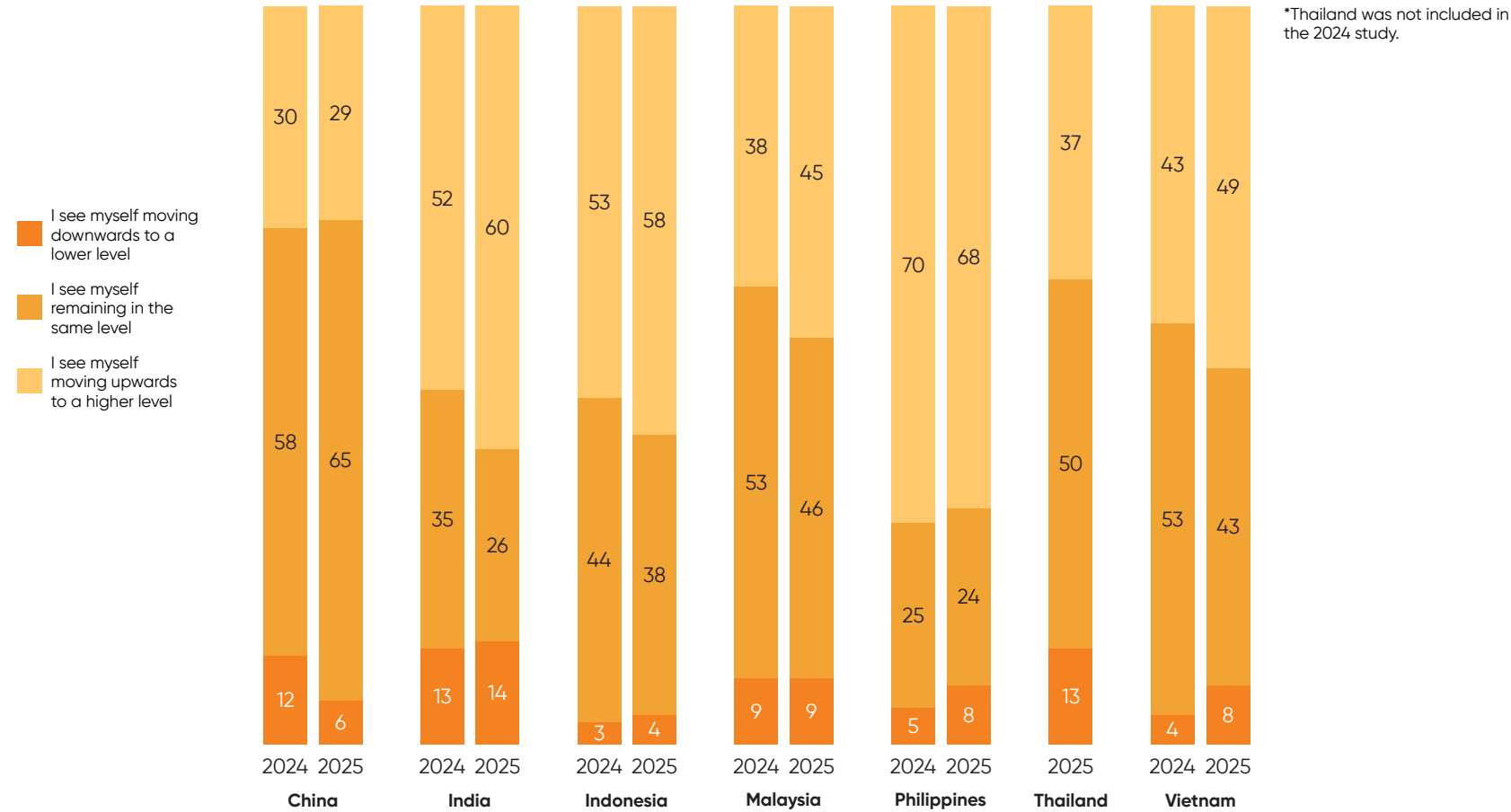


Expectation to remain in middle-class: a comparison between 2024 and 2025 (%)

Overall confidence is rising across most markets.

However, a slight decline is observed in markets such as the Philippines and China.

China stands out as the least optimistic, with over 60% expecting conditions to remain unchanged.



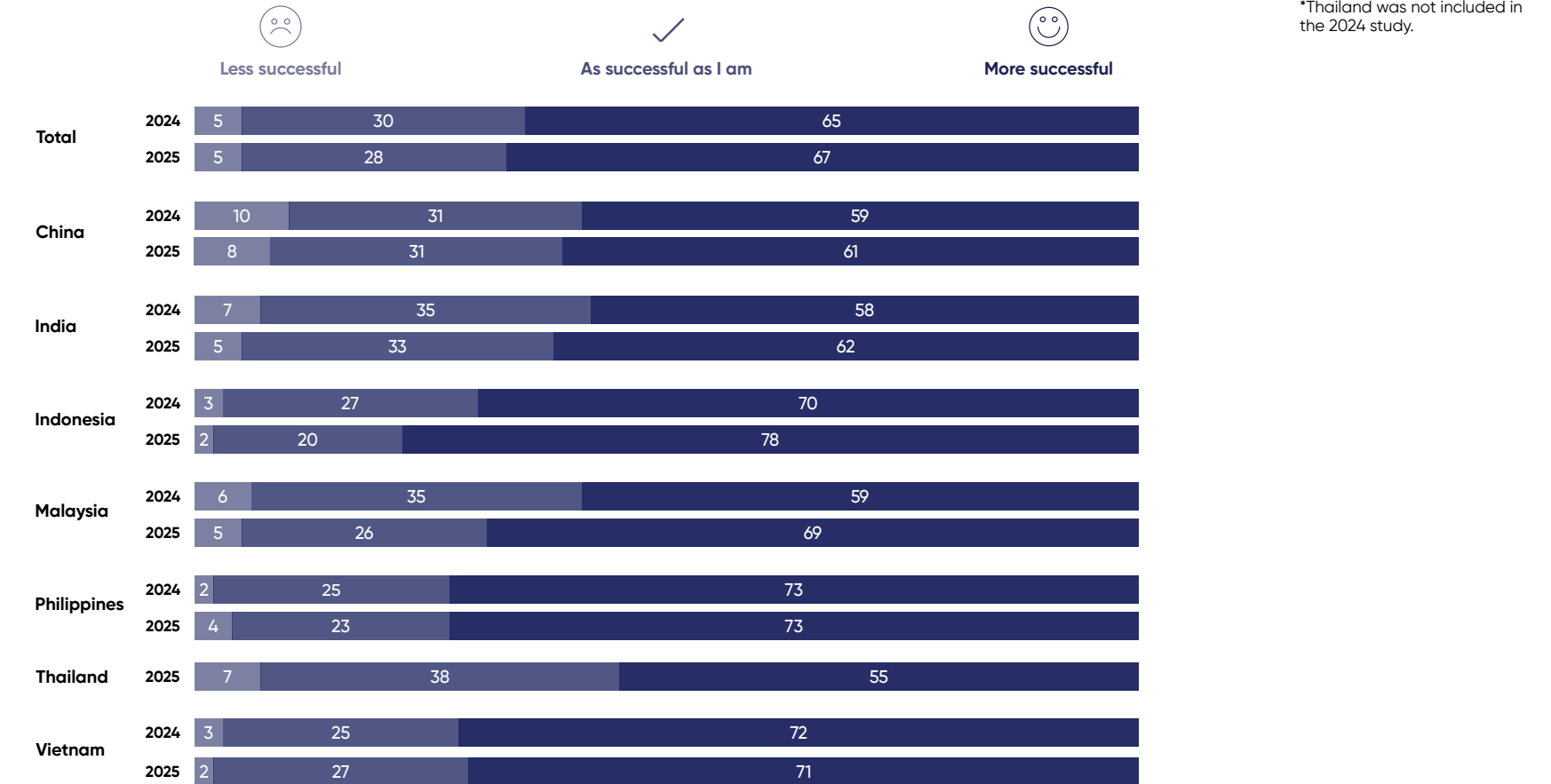
Expectation towards children's success: a comparison between 2024 and 2025 (%)

Optimism about the next generation remains strong.

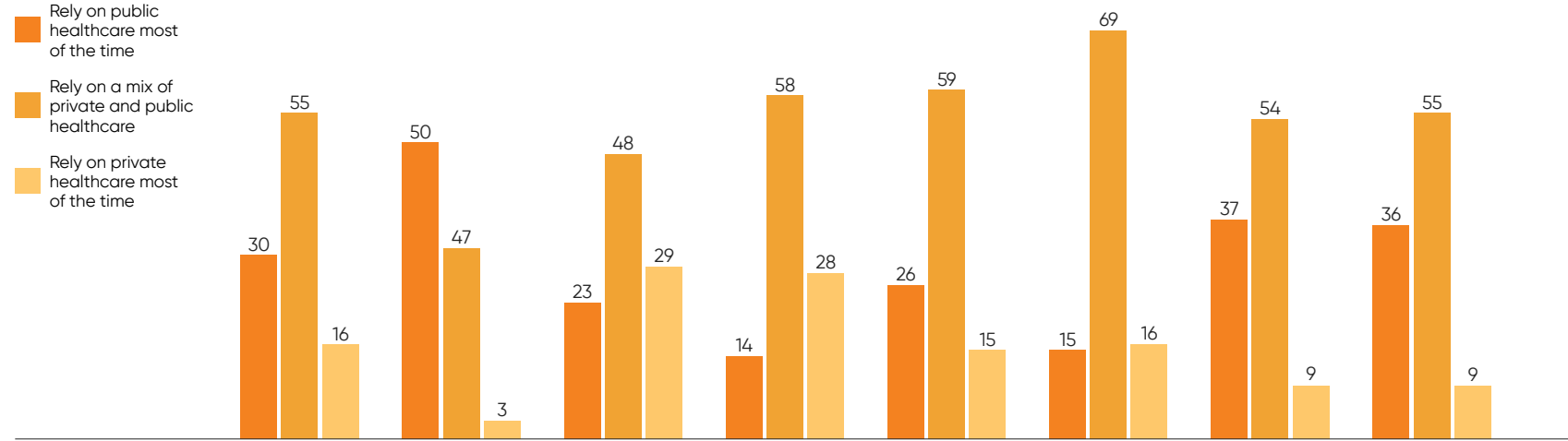
Over half of Emerging Asian middle class believe their children will be more successful than they are.

This sentiment has grown notably in Malaysia and Indonesia.

In contrast, optimism levels in Vietnam and the Philippines remain unchanged from last year.



Access to healthcare: a comparison between 2024 and 2025 (%)



Compared to 2024	Total	China	India	Indonesia	Malaysia	Philippines	Thailand	Vietnam
Public mostly	-1	-10	-2	-16	+1	+3	*Thailand was not included in the 2024 study.	+13
Mix	-1	+10	-2	-3	-3	-1		-5
Private mostly	+2	0	+4	+19	+2	-2		-8

