

Digital Mom Survey Philippines 2022

May 2022

theAsianparent

#1 parenting app in Southeast Asia



Demographics

Meet our digital moms



Photo by [Pickawood](#) on [Unsplash](#)

Region

Metro
Manila
42%

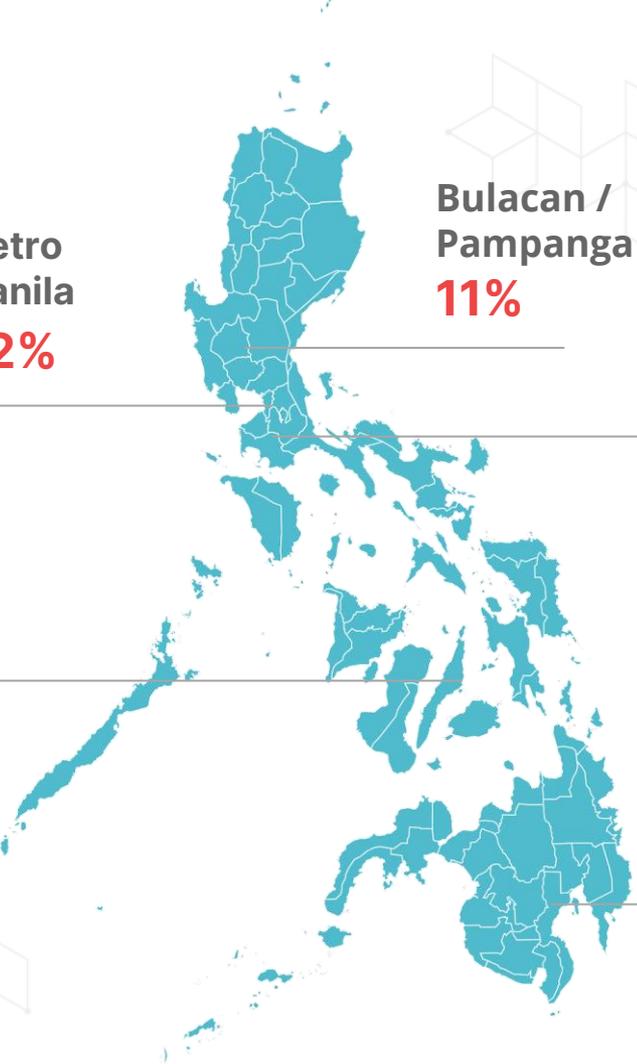
Bulacan /
Pampanga
11%

Laguna /
Batangas
9%

Cebu
2%

Davao
2%

Other
Areas
34%



Occupation



Monthly HH Income



Age groups

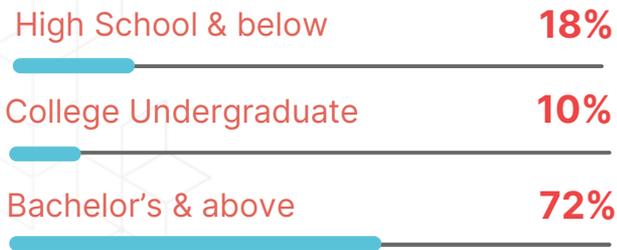


No. of child



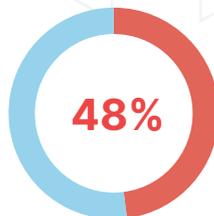


Education

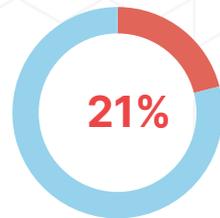


Base: 518, All Respondents

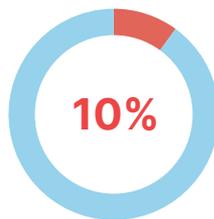
84% of audience are moms with....



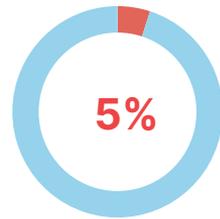
1 Child



2 Children



3 Children



More than 3

16% are first-time pregnant

Age of youngest child (amongst those have children)



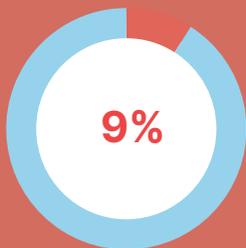
0-6
months old



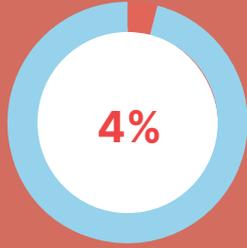
7-11
months old



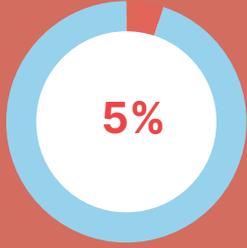
1-2
years old



3-4
years old



5-6
years old



> 7
years old



Device Usage

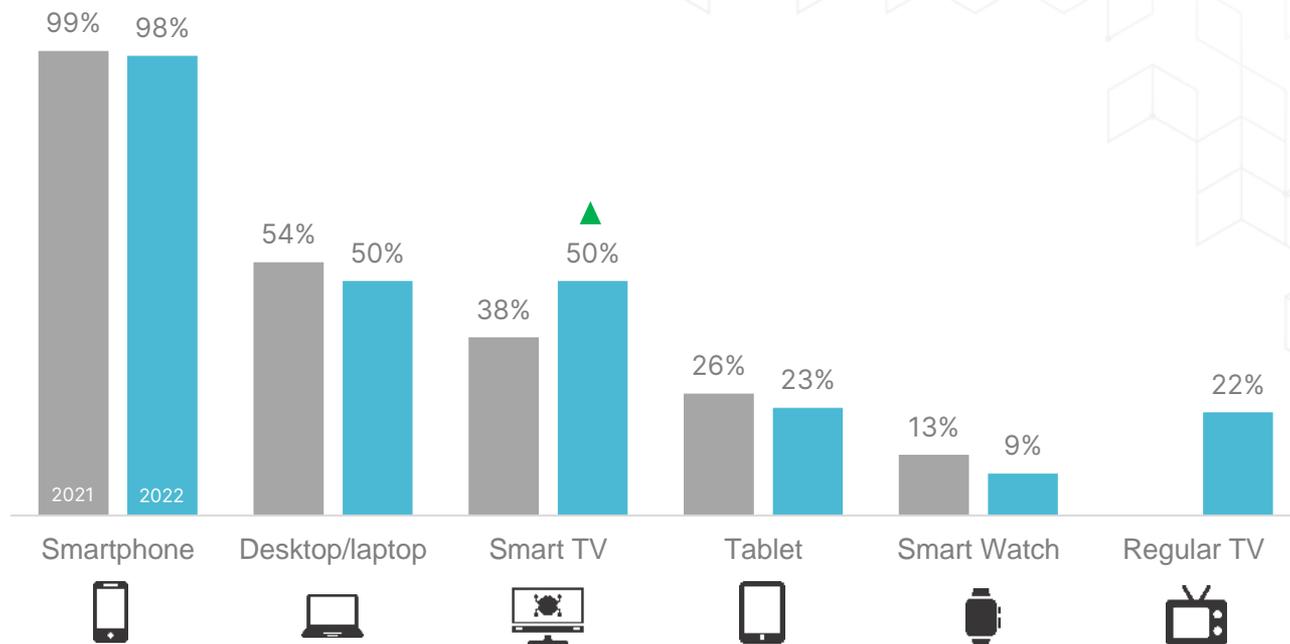
Moms in a multi-screen homes



Similar to the previous year, **smartphone** is a must-have device for Pinoy moms. Additionally, significantly higher ownership of **Smart TVs** is recorded this 2022.

Moms own an average of

2.6
screens.

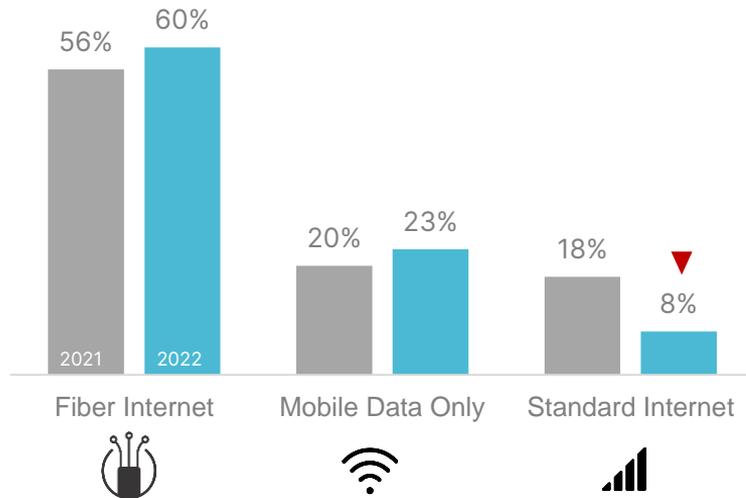


n=1195 (all respondent 2021), n=518 (all respondent 2022)

Q: Can you please tell me which of these devices you own for yourself

▲ ▼ Significantly higher at 95% confidence level vs. previous year

There is a slight increase in **fiber internet** subscription versus last year to the detriment of standard internet.



Data published by **Ookla** indicate that internet users in Philippines could have expected the following speeds:

Median **fixed** internet connection

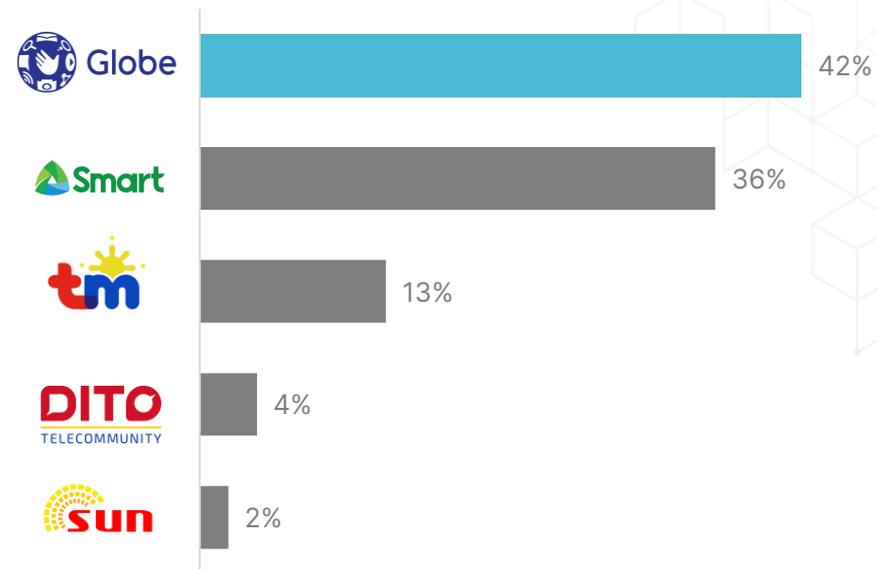
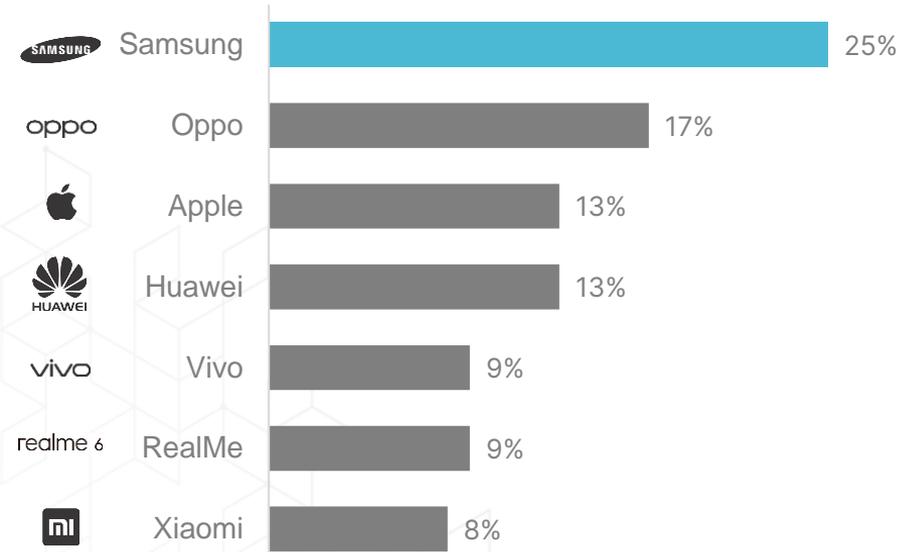
46.44
mbps

Median **mobile** internet connection

18.68
mbps

Ookla's data reveals that the median mobile internet speed in the Philippines increased by 9.59 mbps (+106%) while fixed internet increased by 24.93 mbps (+116%) in the last twelve months.

The majority of Pinoy moms still use **android phones**, **Globe** is in a close fight for market leadership with Smart.



n=518 (all respondent 2022)

Q: What is the brand of your smartphone that you are currently using?

Q: Which service provider are you using for your primary/main phone?

Moms spend the most time on **social media** applications, dedicating almost 5 hours per day.

Weekday



4.6 hr
Social media

2.1 hr
Online TV

1.5 hr
Traditional TV

1.2 hr
Live streaming

Weekend



4.7 hr
Social media

2.1 hr
Online TV

1.6 hr
Traditional TV

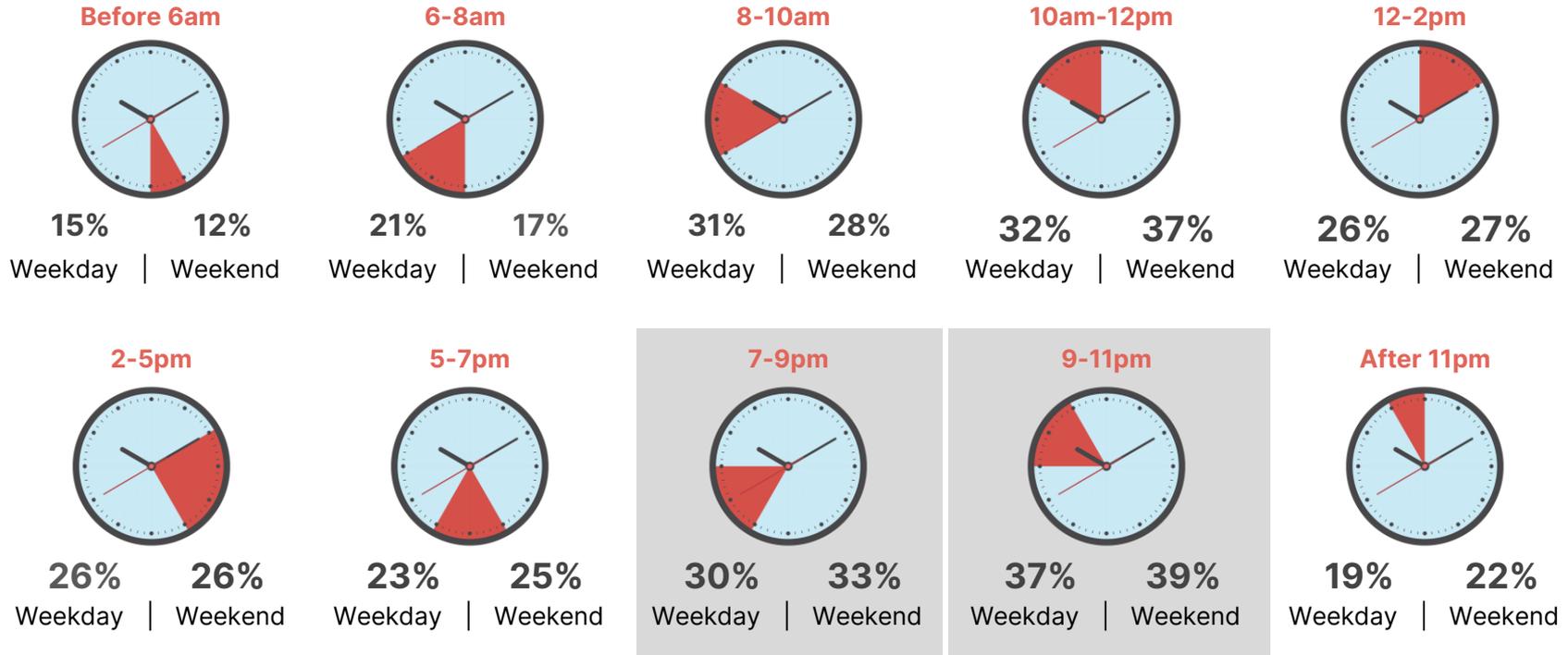
1.1 hr
Live streaming

n=518 (all respondent 2022)

Q: Can you please record how many hours do you spend on weekdays on each of these app categories?

Q: Can you please record how many hours do you spend on weekends on each of these app categories?

Moms are active at different times throughout the day.
7 to 11 PM is considered prime time.



n=669 (all respondent 2022)

Q: What is the time that you use to surf and browse the internet on weekdays and weekends?

Social Media Usage

The rising influence of TikTok.



98%

of moms **use social media** and the most popular social media apps are Facebook and YouTube.

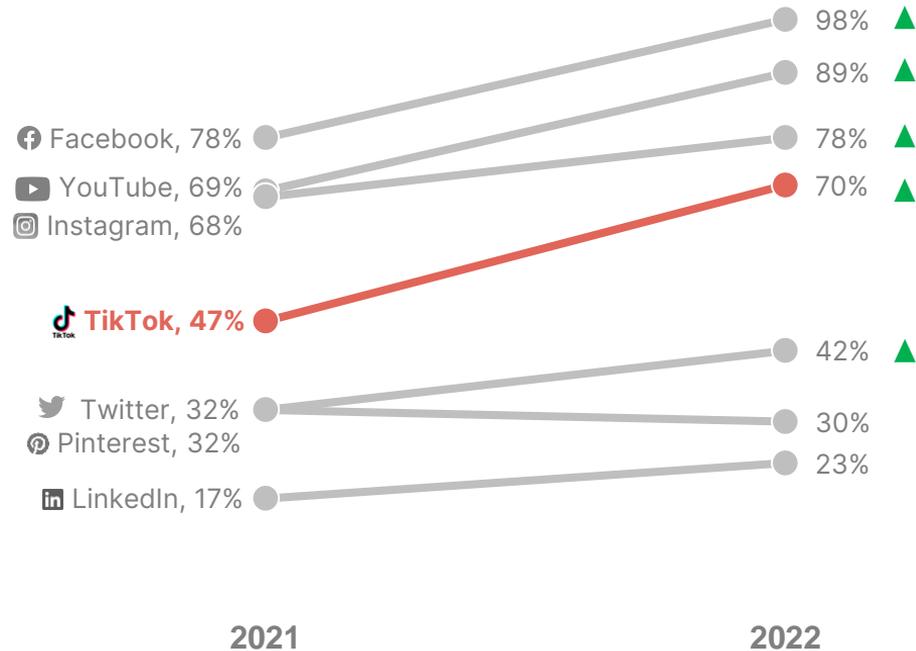
Moms **use multiple social media platforms.**

Average

4.4

n=1185 (social media users 2021), n=507 (social media users 2022)
Q: Do you use any social media apps?
Q: Please select all the Social Media apps that you currently downloaded?

Upward trajectory for top social and content sites versus 2021 indicating a potential increase in usage, **TikTok displays rapid rise.**



▲ ▼ Significantly higher at 95% confidence level vs. previous year

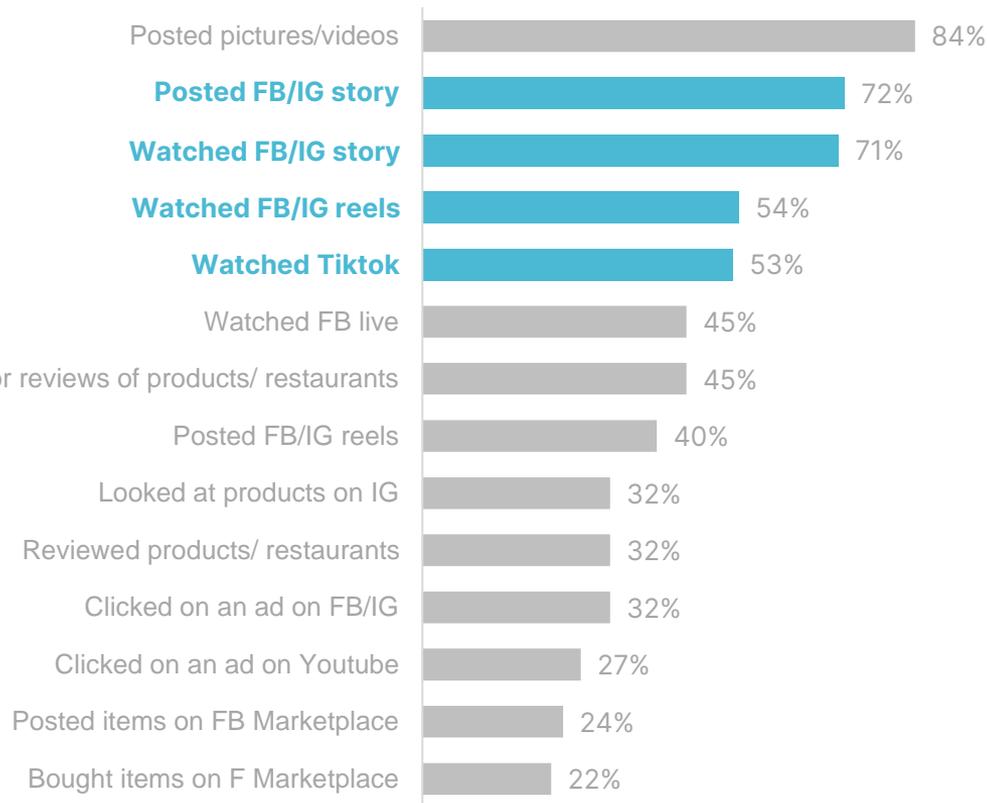
90% engaged with **short-form content**

With even faster internet speed, moms are also drawn to short videos, stories, or reels.

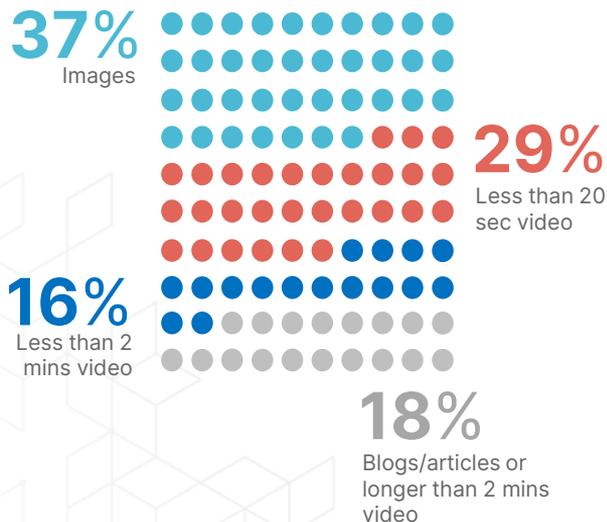
Short-form content – watched or posted FB/IG story or watched or posted reels or TikTok videos

4 out of the 5 popular activities

on social media are related to short-form content and these might be the content form that is most relevant to moms currently.



The majority of moms continue to prefer **static images** ad format, although there are moms who now like **less than 20 seconds** or **less than 2-minute** videos.



n=507 (social media users 2022)

Q: Out of the different formats, which format of the advertisements do you like the most?

Q: When you watch videos on social media, do you switch on the sound?

Half of Filipino moms consume video content with **sound on** most of the time.

53% Sound on most of the time

42% Sometimes on, sometimes off

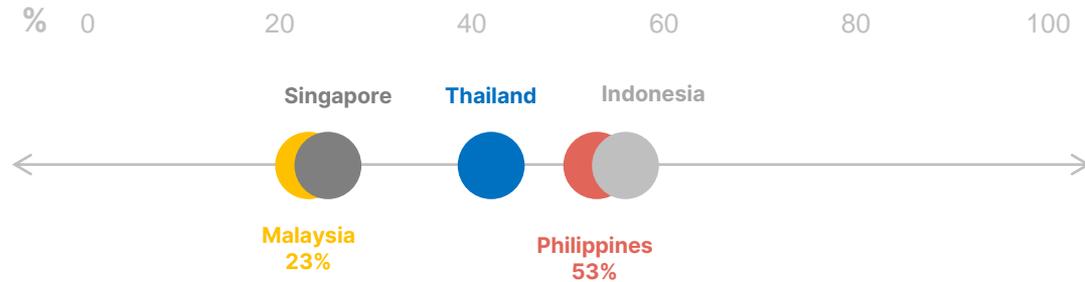
4% Sound off most of the time

Side-by-side with SEA neighbors, Filipino moms like to **view content intimately**, only second to Indonesia when watching content with sound on.

53% **Sound on** most of the time

42% **Sometimes on, sometimes off**

4% **Sound off** most of the time



On top of multiple social media applications in use...

FB Messenger is the most popular communication app for Filipino moms, key to note relatively high Zoom and Google Meet Usage.



FB Messenger



Viber



Zoom



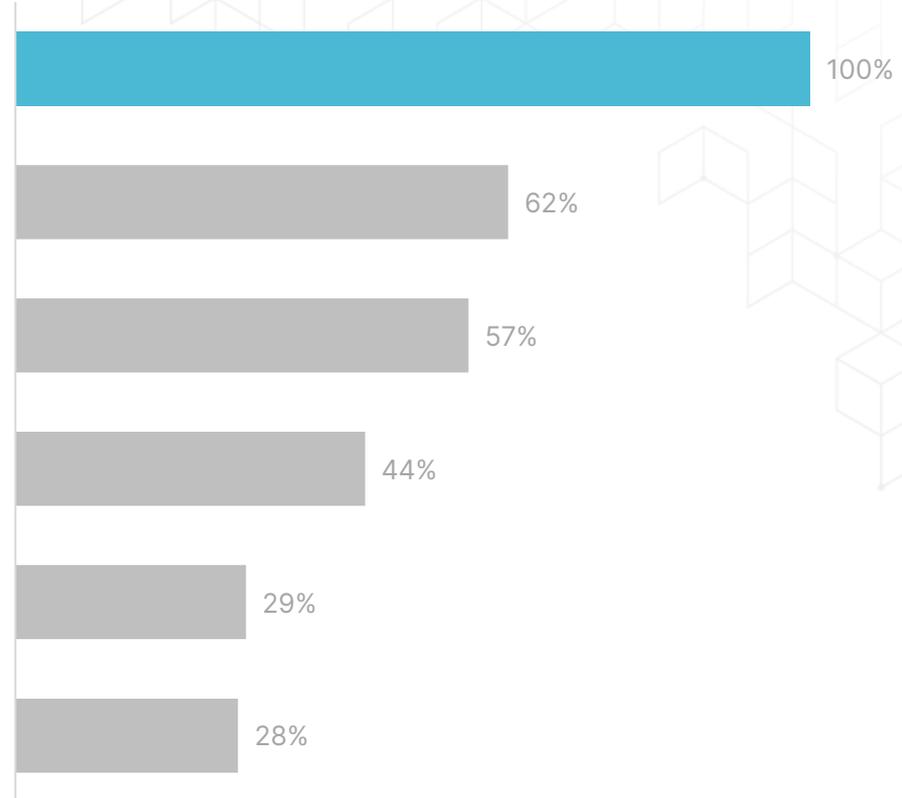
Google Meet



Telegram



Whatsapp



n=518 (all respondent 2022)

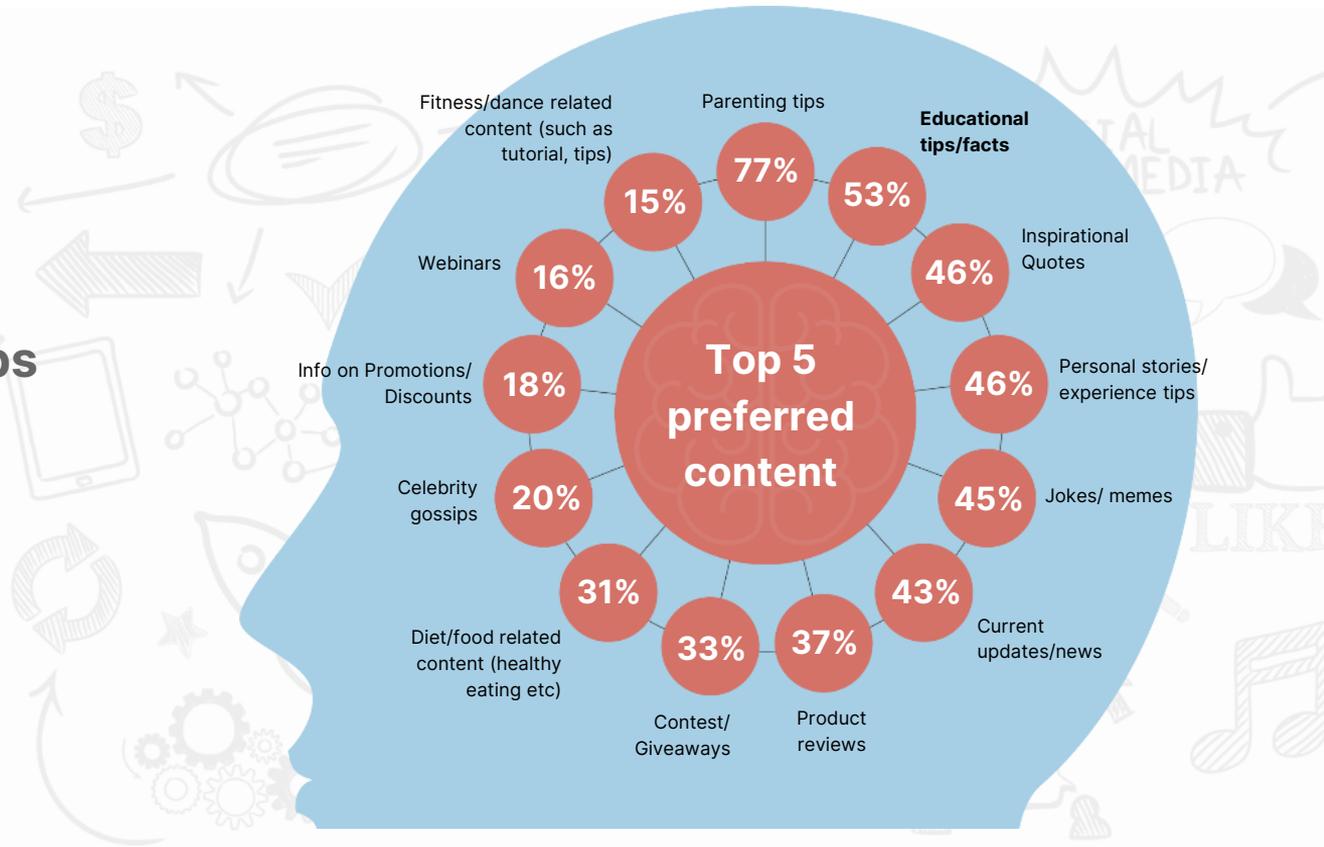
Q: Please list down the Messaging / Video apps that you currently have downloaded?

Q: Please list down the Messaging / Video apps that you use most often?

77% actively seek parenting content

Parenting tips seem to be the most popular content for moms as compared to others by a substantial margin.

Outside of parenting tips, moms also enjoy reading **educational tips** or facts and reading inspirational quotes.



n=507 (social media users 2022)
 Q: Please select the top 5 kinds of content you would watch/ enjoy?



	Singapore	Thailand	Indonesia	Malaysia	Philippines
Top 1	Parenting tips	Parenting tips	Parenting tips	Parenting tips	Parenting tips
Top 2	Contest/ Giveaways	Current updates/ news	Contest/ Giveaways	Personal stories/ experience	Educational tips/ facts
Top 3	Personal stories/experience	Jokes/ memes	Holidays related content	Current updates/news	Inspirational Quotes
Top 4	Info on Promotions/ Discounts	Product reviews	Info on Promotions/ Discounts	Educational tips/ facts	Personal stories/ experience
Top 5	Holidays related content	Info on Promotions/ Discounts	Inspirational Quotes	Diet/food related content	Jokes/ memes

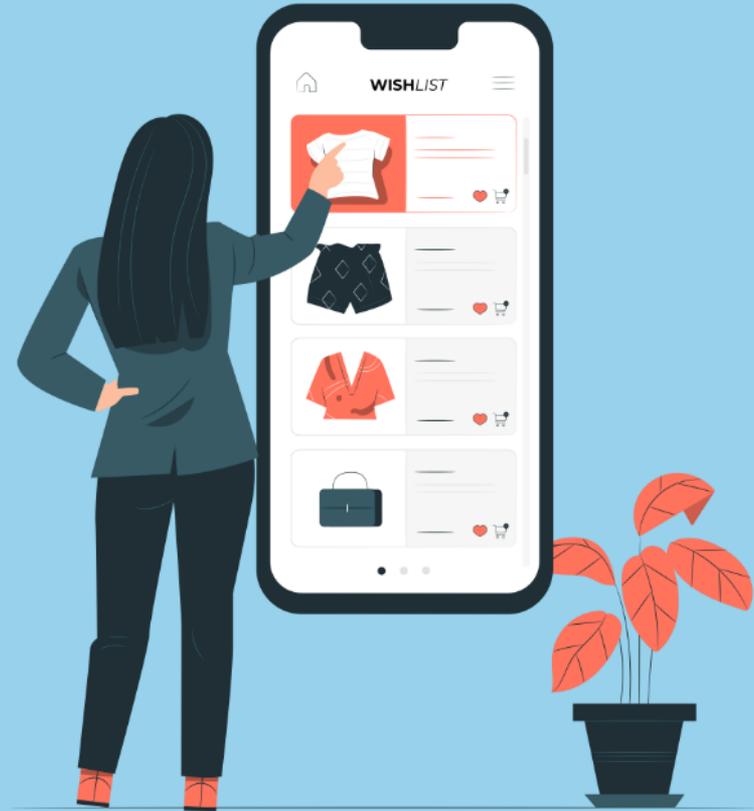
A close-up photograph of a person's hands typing on a laptop. The person is wearing a mustard-colored, ribbed sweater and several gold and black bangles on their left wrist. The laptop is on a dark wooden desk. The background is softly blurred, showing a window with light coming through.

Online Research Process

Investigative moms

99%

of moms mentioned that they **research online** when they need something.



When it comes to baby products, most **moms go through an intensive research** phase when buying online.

Active Search

75%

I have the need for a product, and I started to **research online**

Tactical Influence

45%

I was **browsing articles online** and I saw a recommended product

35%

I was intrigued by **online advertisements**

34%

An **influencer** was recommending a product

21%

A product was recommended by an **online shopping platform**

Family or Friends

50%

A **friend or family recommended** and I started to research online or click on the link they shared

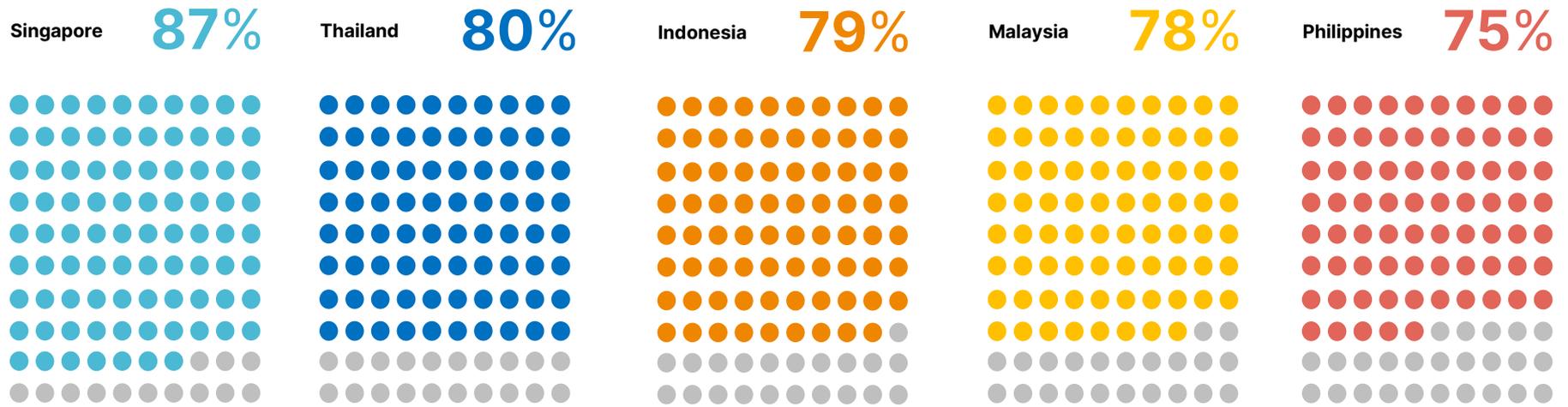
Channel Preference

26%

I saw a **new product offline** and decided to do more research online

When it comes to baby products, most **moms go through an intensive research** phase when buying online.

“I have the need for a product, and I started to **research online**”



n= e-commerce users 2022
Q: Select all the statements that describe how you often end up buying something for your baby online?

Moms **use multiple sources** before making a decision to buy baby products online.

Search and Social

59%

I **Google** and read up review articles for it

19%

I check the **brand's social media** (FB/IG) for more information

4%

I check for more information on the **social media marketplace**

E-commerce Platforms

61%

I will **compare the prices** across different sellers and platforms

30%

I check the brand's website for more information

59%

I search for the product on e-commerce sites and **read the reviews**

10%

I will look at the product physically before going to buy online

Mom Support Groups

25%

I ask **mommy groups** or forums for recommendations

14%

I ask a **health professional**

16%

Friends/family recommendation then buy online

n=409 (e-commerce users 2022)

Q: Do you usually do some research for baby product you want to buy online?

Q: Select the top 3 steps that would take before buying a product online

Moms **use multiple sources** before making a decision to buy baby products online.

Search and Social

59%

I **Google** and read up review articles for it

19%

I check the **brand's social media** (FB/IG) for more information

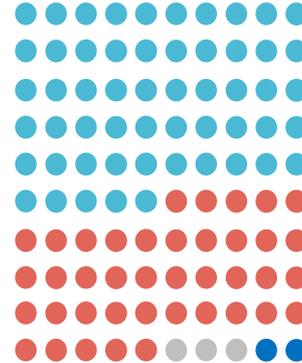
4%

I check for more information on the **social media marketplace**

Most moms will read 2-3 articles

55%

1 to 2 articles



40%

3 to 4 articles

3%

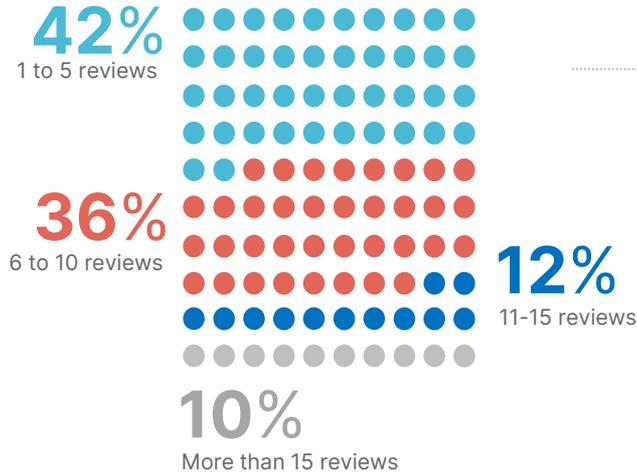
5-6 articles

2%

More than 6 articles

AVG no. of articles – 2.6

Moms **use multiple sources** before making a decision to buy baby products online.



Most moms will go through 6-10 reviews

AVG no. of reviews – 7.4

n=242 (moms who read e-commerce reviews to research 2022)
Q: How many reviews do you read through before coming to a conclusion?

E-commerce Platforms

61%

I will **compare the prices** across different sellers and platforms

59%

I search for the product on e-commerce sites and **read the reviews**

30%

I check the brand's website for more information

10%

I will look at the product physically before going to buy online

Moms **combine multiple sources** before making a decision to buy baby products online – reading 3-4 blogs/articles or going through 7-9 reviews.

	Singapore	Thailand	Indonesia	Malaysia	Philippines
1- 2 blogs/articles	31%	35%	43%	27%	55%
3-4 blogs/articles	54%	52%	45%	54%	40%
5-6 blogs/articles	7%	8%	7%	9%	3%
More than 6 blogs/articles	8%	5%	5%	10%	2%
Average no. of blogs/articles	3.4	3.2	3.2	3.6	2.6
1-5 reviews	32%	41%	43%	29%	42%
6-10 reviews	42%	38%	34%	42%	36%
11-15 reviews	20%	9%	10%	17%	13%
More than 15 reviews	6%	13%	12%	12%	10%
Average no. of reviews	7.9	7.7	7.2	8.5	7.5

n= moms who read articles or reviews to research 2022

Q: How many articles/ blogs do you read through before coming to a conclusion? / How many reviews do you read through before coming to a conclusion?

**Indonesia includes planned purchases only*

Other Online Applications

An app for every occasion



Top applications used by Pinoy moms

Social media



Messaging



Online shopping



Show streaming



Food delivery



Ride hailing



Doctor consultation



Food delivery

Online shopping

Show streaming

Ride hailing

Doctor consultation

Top Apps



Current App Usage

80% ▲

80% ▼

67% ▲

58%

33%

▲ ▼ Significantly higher at 95% confidence level vs. previous year

2022 country comparison of app usage/installation

% 0 20 40 60 80 100

Food Delivery

Online Shopping

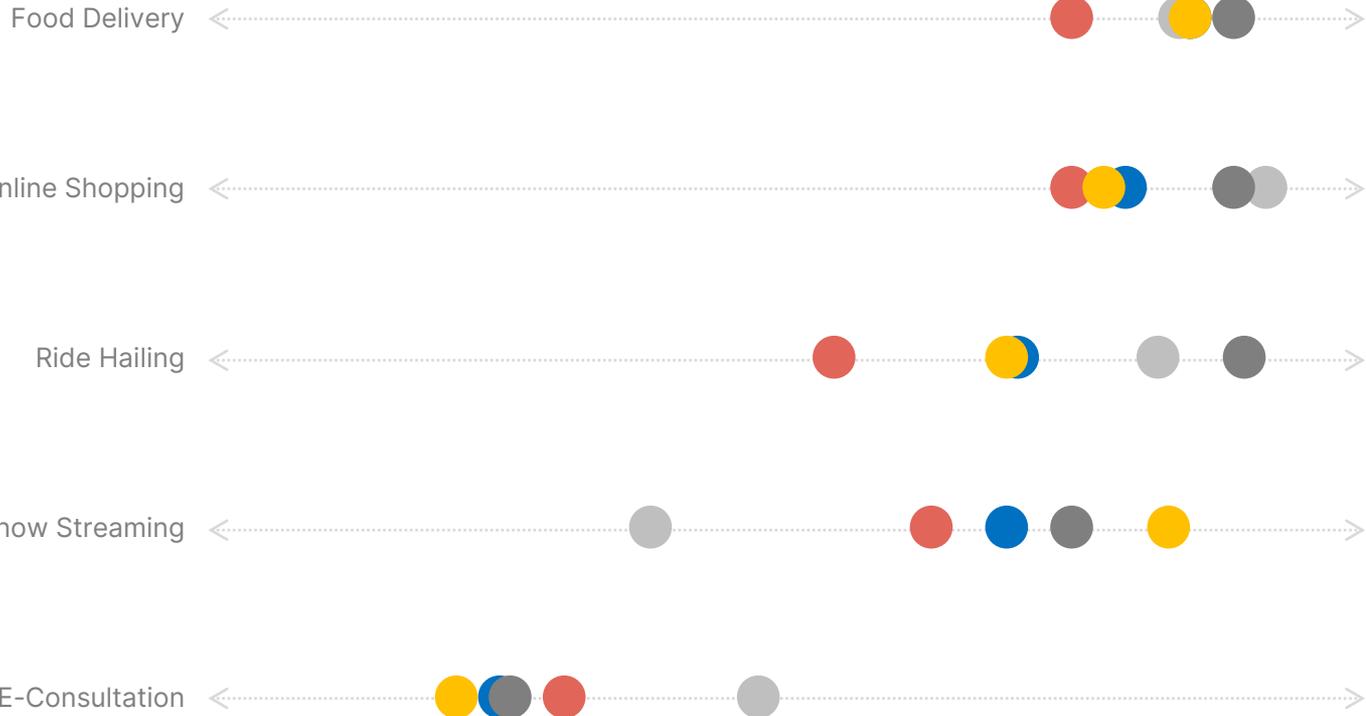
Ride Hailing

Show Streaming

E-Consultation

- Singapore
- Malaysia
- Indonesia
- Philippines
- Thailand

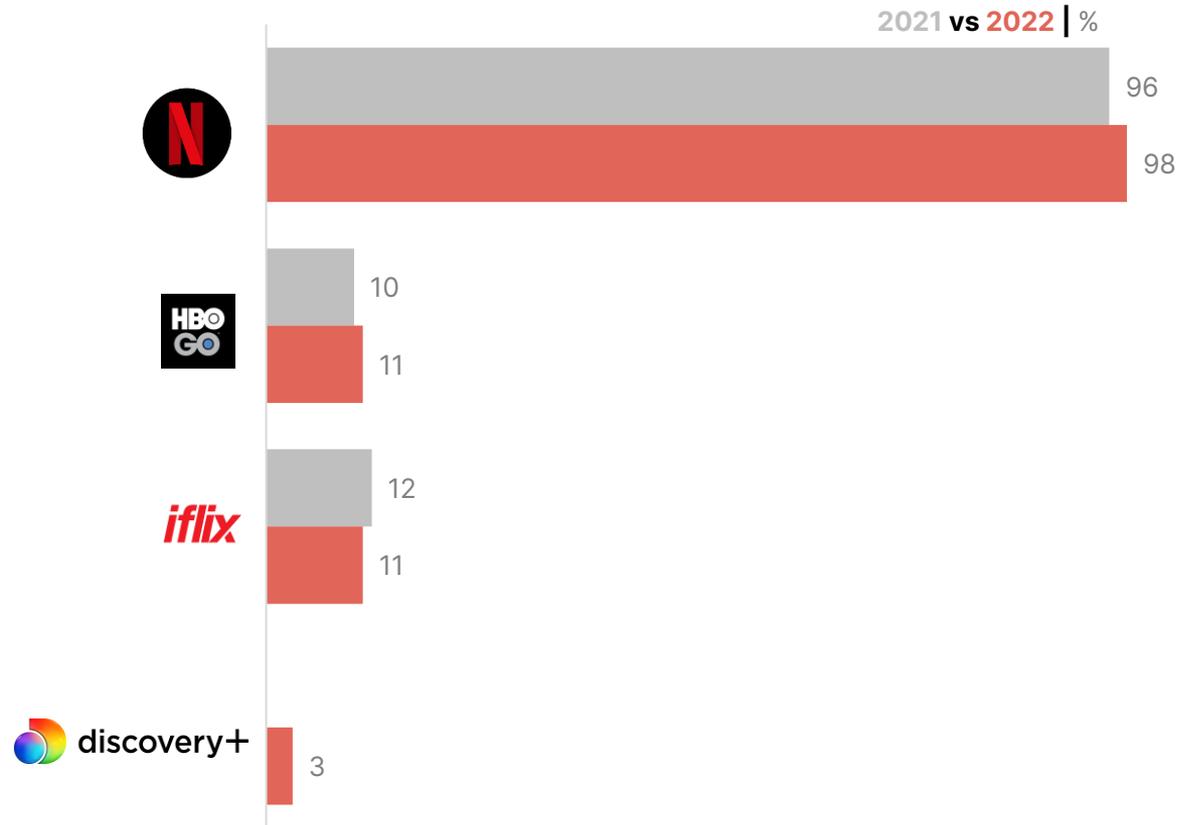
*same %
for MY
and TH



6 in 10 Filipino moms now have access to online TV apps

after another year of living with COVID, the current rate (67%) is substantially higher than a year ago (35%).

Predictably, **Netflix** is still the dominant brand when it comes to online TV, with HBO Go and iFlix following behind.

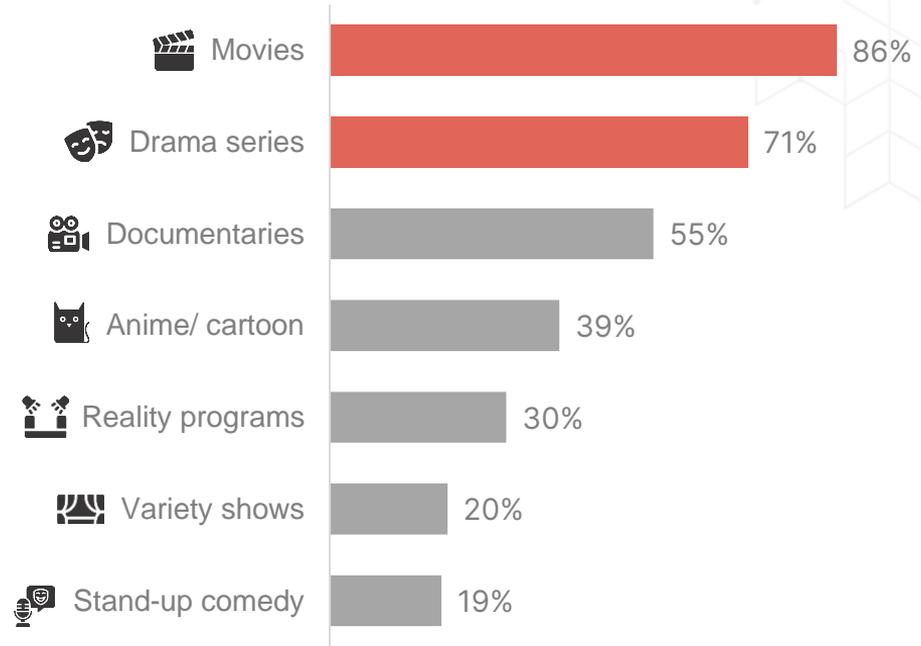
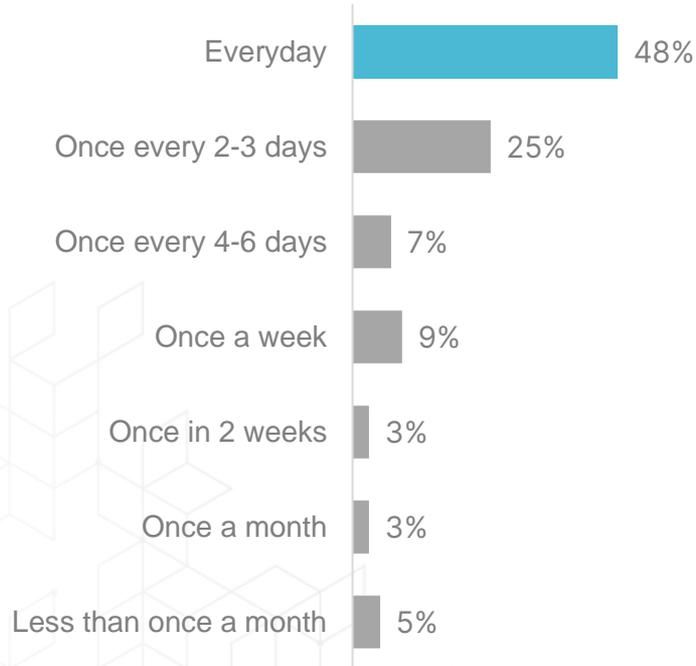


n=349 (Online TV users 2022)

Q: Please list down the TV/Streaming apps that you are currently subscribed to?

▼ Significantly higher at 95% confidence level vs. previous year

Half of moms watch online TV **everyday** and the most popular genre are **movies** and **drama series**.



n=349 (Online TV users 2022)

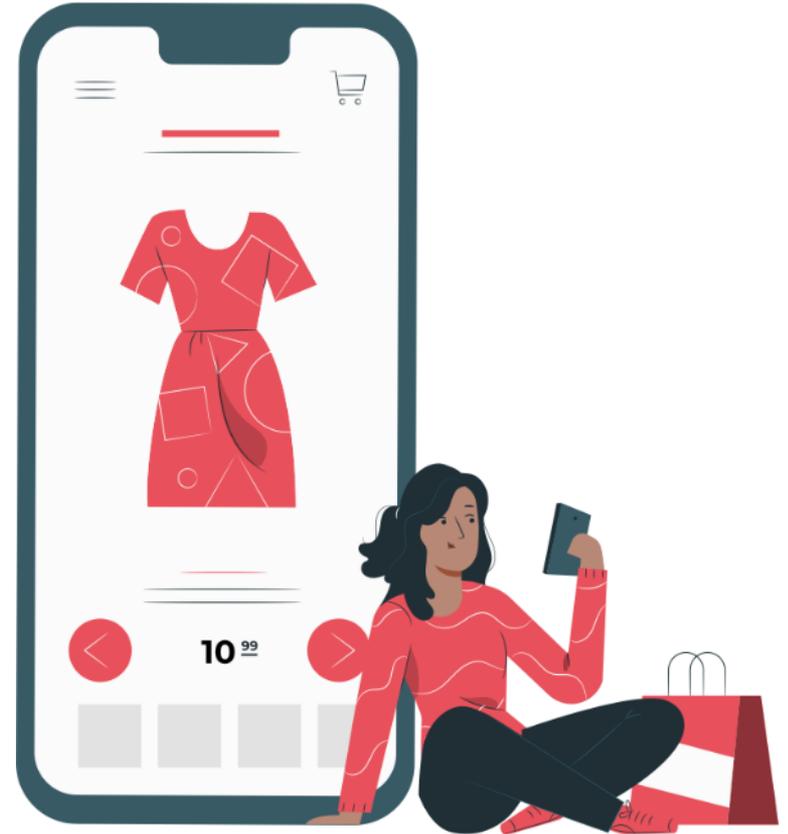
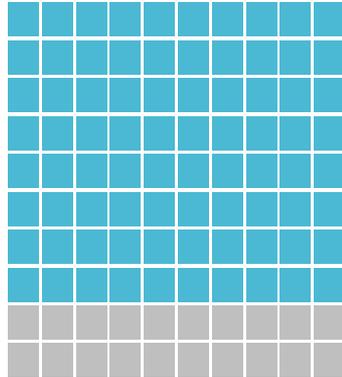
Q: How often do you watch streaming TV?

Q: What type of programs do you watch?

Majority of moms still **use e-commerce**, though usage rates are lesser versus previous year given that social restrictions are being eased up.

80% ▼

are using e-commerce platforms, although the current number is lower than 2021 (97%).



Listing on e-commerce sites will make the most impact when selling products online.

93%

Online shopping platforms
like Shopee or Lazada

5%

Brand's official website

1%

Social media marketplace

n=413 (e-commerce users 2022)

Q: Where do you usually buy the items when shopping online?

Shopee still rules as the top e-commerce platform, followed by Lazada.

98%

All used

83%

Most used

88%

All used

17%

Most used



Shopee



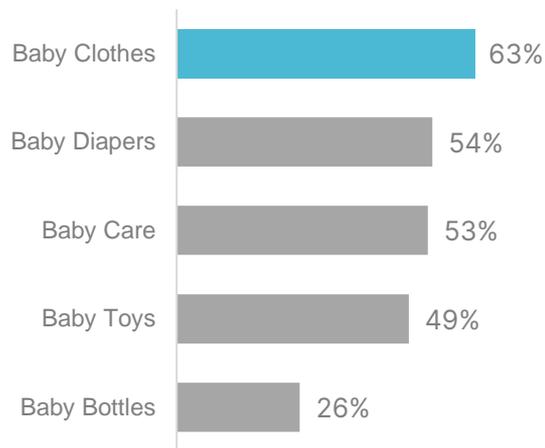
Lazada

Q: Please list down the Online Shopping apps that you currently have downloaded?

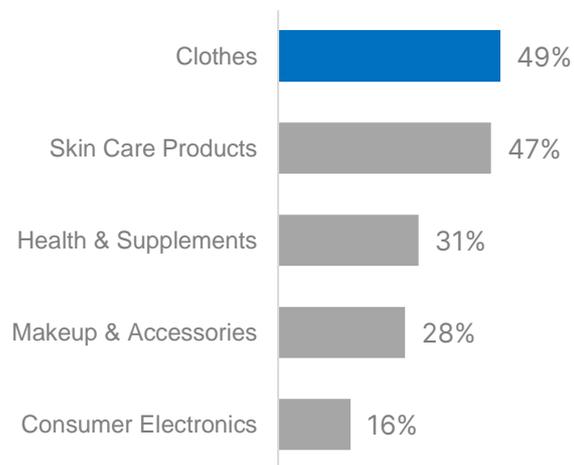
Q: What is the Online Shopping app that you use most often?

Baby clothes and **diapers** are the top items for baby while **clothes** are relatively popular online together with **home accessories** such as bedsheets, pillows, pillow cases, cushion etc.

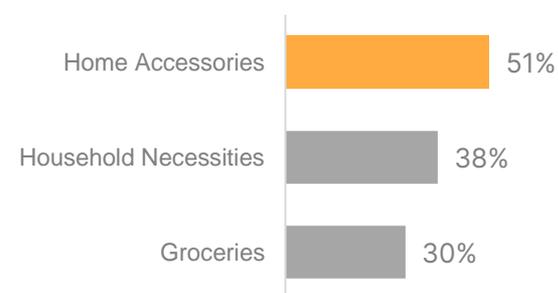
For Baby



For Personal Use



For the Entire Household

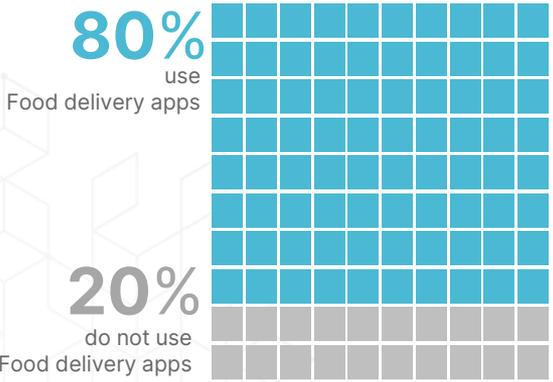


There is **more frequent online purchase** for diapers, baby care items, household necessities, and groceries.

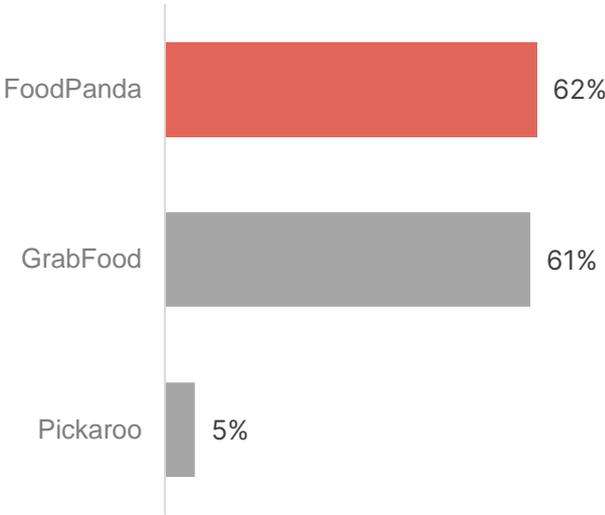
	Baby Clothes	Baby Diapers	Baby Care	Home Accessories	Baby Toys	Clothes	Skin Care Products	Household Necessities	Health & Supplements	Groceries
Base	260	223	218	211	204	204	193	157	129	123
More than once a week	3%	7%	6%	1%	2%	7%	3%	8%	3%	24%
Once a week	3%	8%	6%	5%	5%	5%	6%	10%	9%	16%
2-3 times a month	27%	42%	36%	11%	21%	18%	17%	34%	20%	38%
Once a month	29%	34%	32%	21%	29%	25%	40%	31%	40%	15%
Once every 2-3 months	16%	5%	17%	20%	18%	22%	18%	11%	18%	3%
Once in 4-6 months	15%	2%	4%	22%	16%	15%	10%	5%	5%	1%
Less often once a year	7%	2%	0%	18%	9%	9%	7%	1%	5%	2%

Q: How often do you shop online for each of these categories?

More moms are claiming that they use food delivery apps (80%) versus 70% last year.

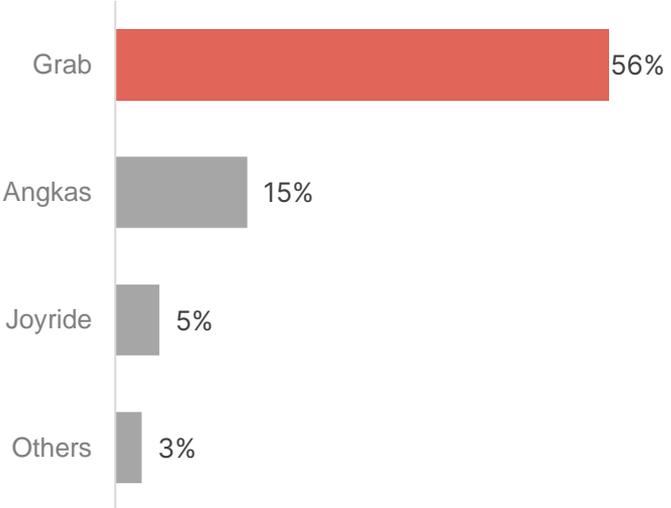
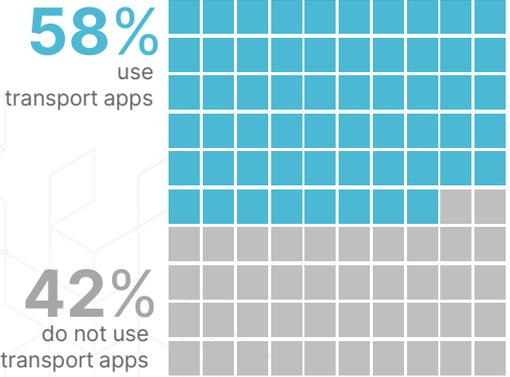


FoodPanda and **GrabFood** are the top used food delivery app in the Philippines.



n=518 (all respondent 2022)
Q: What is the Delivery app that you have downloaded?
Q: What is the Delivery app that you use most often?

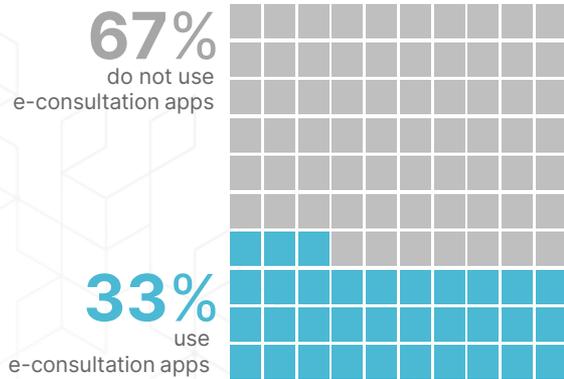
Grab is still the most dominant transport app among Filipino moms.



*n=518 (all respondent 2022)
Q: What is the transport app that you have downloaded?*

Pinoy moms still **do not use** any e-consultation apps in the Philippines...

... among users, **KonsultaMD** is the most popular e-consultation app.



74% | 65%
All used | Most used



Konsulta MD

15% | 5%
All used | Most used



Hi-Precision

14% | 8%
All used | Most used



HealthNow PH

n=519 (all respondent 2022) | n=170 (e-consultation app users 2022)
Q: Do you use health consultation apps (e.g. Doctor Anywhere, HealthifyMe, MediBuddy, etc) ?
Q: Please select the e-consultation / Health App apps that you currently have downloaded?

Moms in a multi-screen homes

Moms on average **use 2.6 screens** and they **spend at least 3-4 hours daily on social media** or online TV.

Filipino moms are always-on and using different platforms, so brands looking to establish better relationship with moms online must do so **at night**.

The rising influence of TikTok

Top social and content sites registered further increase in usership. Of all apps, **TikTok is evidently on the rise**, adding to the multiple social apps that moms need to manage.

TikTok's influence combined with improving internet speeds allowed moms to **consume more short video content**. Regardless of format and app, moms use social media to learn new things and connect with family and friends.

Investigative moms

Moms are more comfortable making online purchases now and the process is aided by **intensively reading reviews** and **comparing prices** using different platforms, and probably combining online and offline channels.

It is important for brands to provide a **consistent experience** and **enough social proof** across different apps.

An app for every occasion

There is great app adoption among moms. It is important for brands to **recognize the context and needs of moms** whenever they **use different apps for herself, her baby, and the entire household**.

Moms will not think twice about using apps that will allow them to receive and give a high level of support in ensuring important matters are in order.





theAsianparent

THANK YOU

Prepared by:
Regional Insights Team

Insights@tickledmedia.com



Get updated about the latest parenting industry insights.
Scan the QR code to subscribe to theAsianparent Insights newsletter.

