

# Project Sunshine

## A Study about the Summer Season

Survey Period: February 2023



**acquisition  
apps, inc.**



# RESPONDENTS

**1,800**  
respondents

**13 years old and above**  
**Males and Females**  
**ABCDE households**  
**Nationwide**



<b>AGE GROUP</b>	13 to 17 years old	1%
	18 to 25 years old	22%
	26 to 35 years old	51%
	36 to 50 years old	23%
	51 and up	4%
<b>GENDER</b>	Male	43%
	Female	57%
<b>AREA</b>	NCR	24%
	Northern Luzon and Central Luzon	20%
	Southern Luzon and Bicol Region	33%
	Visayas	12%
	Mindanao	11%
<b>SEC</b>	SEC ABC	22%
	SEC D	34%
	SEC E	44%
<b>CIVIL STATUS</b>	Married with child	18%
	Married with no child	23%
	Single with child	15%
	Single with no child	45%

*\*Demographics in gray are unreadable (n<30)*

# OBJECTIVES



To identify opportunities in the market during summer



To understand the food consumption behavior of Filipinos during summer





# BUDGETING

# BUDGETING PRIORITIES - MEAN RANK



**1.49** Food and Beverage



**2.97** Clothing/shoes/accessories



**3.81** Personal care products



**4.52** Transportation



**4.73** Toys, hobbies, and other non-essentials



**5.17** Home and decorations



**6.33** Online streaming subscriptions



**6.98** Travel

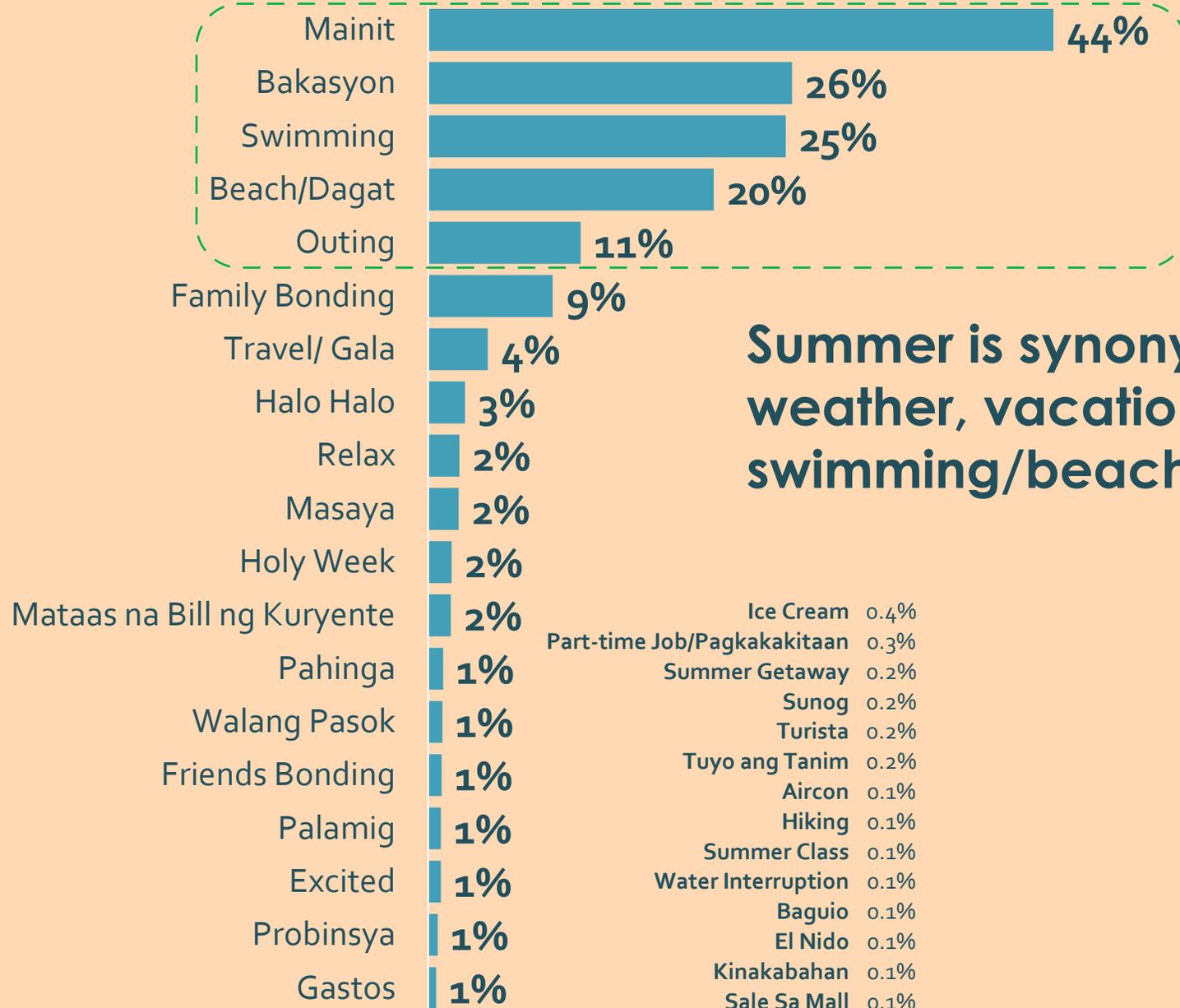
**F&B, clothing, and personal care are the top prioritized categories.**

**Online streaming and travel are the least considered when budgeting.**



# **ASSOCIATIONS TO SUMMER AND SUMMER ACTIVITIES**

# SPONTANEOUS ASSOCIATIONS TO SUMMER



Summer is synonymous with hot weather, vacation/outing/travel, swimming/beach, and bonding.





# SUMMER MOOD BOARD

# SUMMER ACTIVITIES

Going to the beach, movie-watching, and cooking/baking are the top summer activities. Some are also enjoying shopping and travel.



Q3. What are the things that you usually do during Summer? Choose all the answers that apply to you.

Among all qualified respondents: n=1800

# SUMMER ACTIVITIES

## by demographics

Visayas residents and ABC households drive several summer activities.

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

Sig lower vs Total

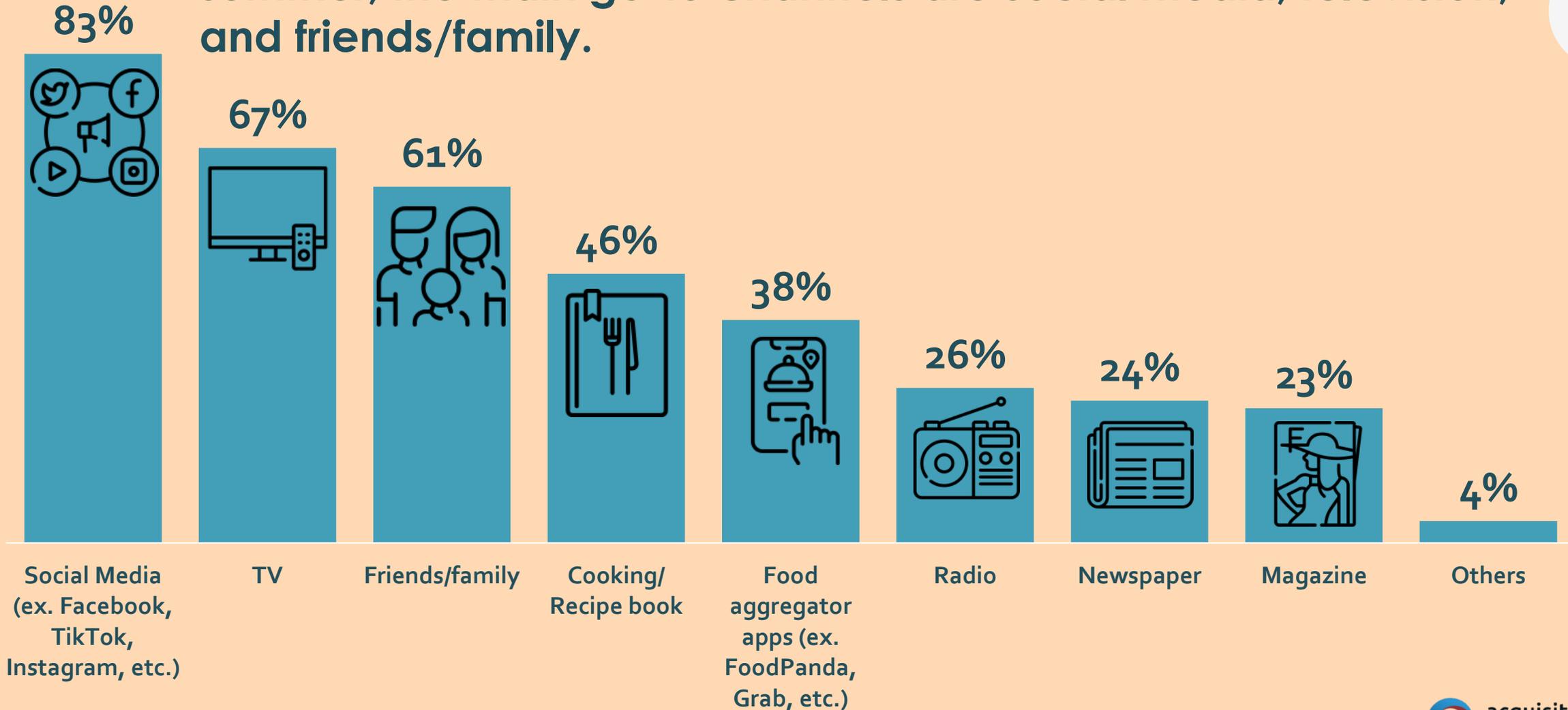
SUMMER ACTIVITIES		Go to the beach	Watch movies/series	Cook/Bake	Shopping (online/on-site)	Travel (domestic/international)	Summer classes	Go to gym	Go to bars	Others	
<b>Total</b>		<b>1800</b>	<b>80%</b>	<b>57%</b>	<b>48%</b>	<b>31%</b>	<b>28%</b>	<b>27%</b>	<b>17%</b>	<b>14%</b>	<b>7%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	92%	46%	23%	23%	15%	8%	8%	8%	0%
	18 to 25 years old	400	77%	57%	42%	29%	28%	28%	16%	11%	7%
	26 to 35 years old	912	82%	56%	47%	31%	26%	27%	18%	15%	6%
	36 to 50 years old	412	80%	59%	56%	31%	30%	29%	15%	15%	8%
	51 and up	63	81%	67%	54%	44%	33%	19%	21%	14%	5%
<b>GENDER</b>	Male	768	81%	58%	46%	31%	29%	25%	17%	14%	6%
	Female	1032	80%	57%	50%	31%	27%	29%	16%	14%	7%
<b>AREA</b>	NCR	429	78%	61%	50%	35%	32%	28%	16%	13%	6%
	Northern Luzon and Central Luzon	355	76%	55%	44%	31%	26%	22%	13%	12%	8%
	Southern Luzon and Bicol Region	601	81%	55%	45%	26%	25%	28%	16%	13%	6%
	Visayas	210	87%	63%	60%	40%	36%	29%	27%	25%	7%
	Mindanao	205	83%	58%	51%	26%	21%	32%	17%	14%	6%
<b>SEC</b>	SEC ABC	392	85%	65%	54%	42%	39%	29%	23%	19%	4%
	SEC D	611	79%	57%	46%	29%	25%	26%	14%	12%	8%
	SEC E	797	79%	54%	47%	27%	24%	27%	15%	13%	7%
<b>CIVIL STATUS</b>	Married with child	323	82%	57%	47%	30%	27%	24%	16%	14%	5%
	Married with no child	409	82%	58%	55%	32%	28%	31%	18%	16%	8%
	Single with child	266	83%	56%	49%	31%	25%	26%	13%	15%	5%
	Single with no child	802	78%	58%	45%	30%	29%	27%	17%	13%	7%



# SOURCES OF INFORMATION

# SOURCES OF INFORMATION

When looking for information/ideas on food items to try during summer, the main go-to channels are social media, television, and friends/family.



Q4. Which sources/ channels do you get information/ ideas about food that you want to try for the summer?

Among all qualified respondents: n=1800

# SOURCES OF INFORMATION

## by demographics

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

Sig lower vs Total

Visayas residents and ABC households significantly source information from various platforms/sources.

SOURCE OF INFORMATION			Social Media (ex. Facebook, TikTok, Instagram, etc.)	TV	Friends/family	Food aggregat or apps (ex. FoodPanda, Grab, etc.)	Cooking/Recipe book	Radio	Newspaper	Magazine	Others
<b>Total</b>		<b>1800</b>	<b>83%</b>	<b>67%</b>	<b>61%</b>	<b>38%</b>	<b>46%</b>	<b>26%</b>	<b>24%</b>	<b>23%</b>	<b>4%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	77%	69%	46%	38%	31%	23%	15%	23%	0%
	18 to 25 years old	400	78%	62%	59%	36%	43%	22%	20%	18%	4%
	26 to 35 years old	912	84%	68%	59%	38%	46%	28%	25%	23%	3%
	36 to 50 years old	412	87%	70%	65%	37%	48%	27%	26%	26%	4%
	51 and up	63	79%	70%	62%	49%	52%	30%	30%	25%	6%
<b>GENDER</b>	Male	768	83%	70%	61%	38%	44%	27%	25%	22%	3%
	Female	1032	84%	65%	61%	38%	47%	26%	24%	23%	4%
<b>AREA</b>	NCR	429	82%	68%	65%	45%	46%	26%	27%	26%	4%
	Northern Luzon and Central Luzon	355	85%	65%	55%	34%	45%	22%	22%	20%	3%
	Southern Luzon and Bicol Region	601	82%	66%	59%	34%	43%	23%	21%	19%	4%
	Visayas	210	87%	75%	68%	45%	57%	40%	31%	32%	2%
	Mindanao	205	82%	65%	59%	32%	45%	29%	23%	23%	4%
<b>SEC</b>	SEC ABC	392	88%	74%	69%	49%	49%	28%	30%	30%	3%
	SEC D	611	84%	65%	58%	34%	45%	25%	21%	20%	4%
	SEC E	797	81%	66%	59%	36%	45%	27%	24%	21%	4%
<b>CIVIL STATUS</b>	Married with child	323	88%	68%	66%	38%	49%	26%	26%	27%	3%
	Married with no child	409	88%	70%	65%	39%	53%	29%	25%	24%	3%
	Single with child	266	81%	65%	60%	37%	47%	25%	23%	22%	3%
	Single with no child	802	80%	66%	57%	38%	41%	26%	23%	21%	4%

# SOURCES OF SOCIAL MEDIA INFORMATION



Facebook  
96%



YouTube  
84%



TikTok  
61%



Websites/  
Blogs  
57%



Instagram  
40%



Twitter  
24%



Pinterest  
20%

Others  
1%

Facebook and YouTube are the main sources of information on social media regarding food items to try for the summer. TikTok and websites/blogs are also considerable sources.

Q5. Which of the following social media apps do you go to get information/ ideas about the food that you want to try for the summer?

Among all qualified respondents: n=1800



# CONSIDERATIONS AND FOOD AND BEV PREFERENCE

# CONSIDERATIONS IN CHOOSING SUMMER FOOD - MEAN RANK

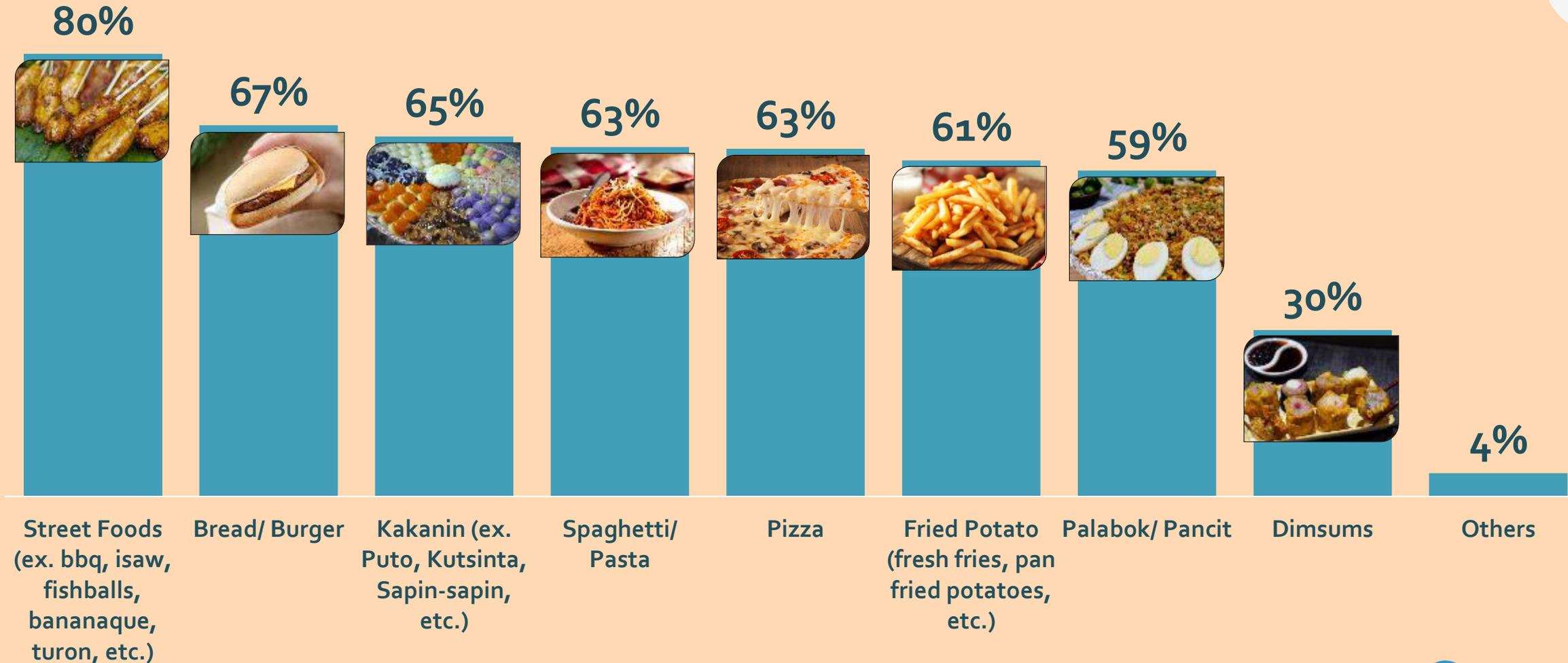


Affordable price tags are still a top consideration when choosing a summer food item.

Being refreshing/hydrating, recommended by loved ones, and being healthy are the other main considerations.

# SUMMER "MERYENDA"

Meryenda is composed of various food options, led by street food.



Q7. Which of the following foods do you usually eat for "meryenda"/snacks during Summer?

Among all qualified respondents: n=1800

# SUMMER "MERYENDA"

## by demographics

NCR dwellers and ABC households drive the preference for bread/burger, spaghetti, pizza, and dimsum.

Kakanin is significantly more consumed by Visayas residents.

\*Demographics in gray are unreadable (n<30)

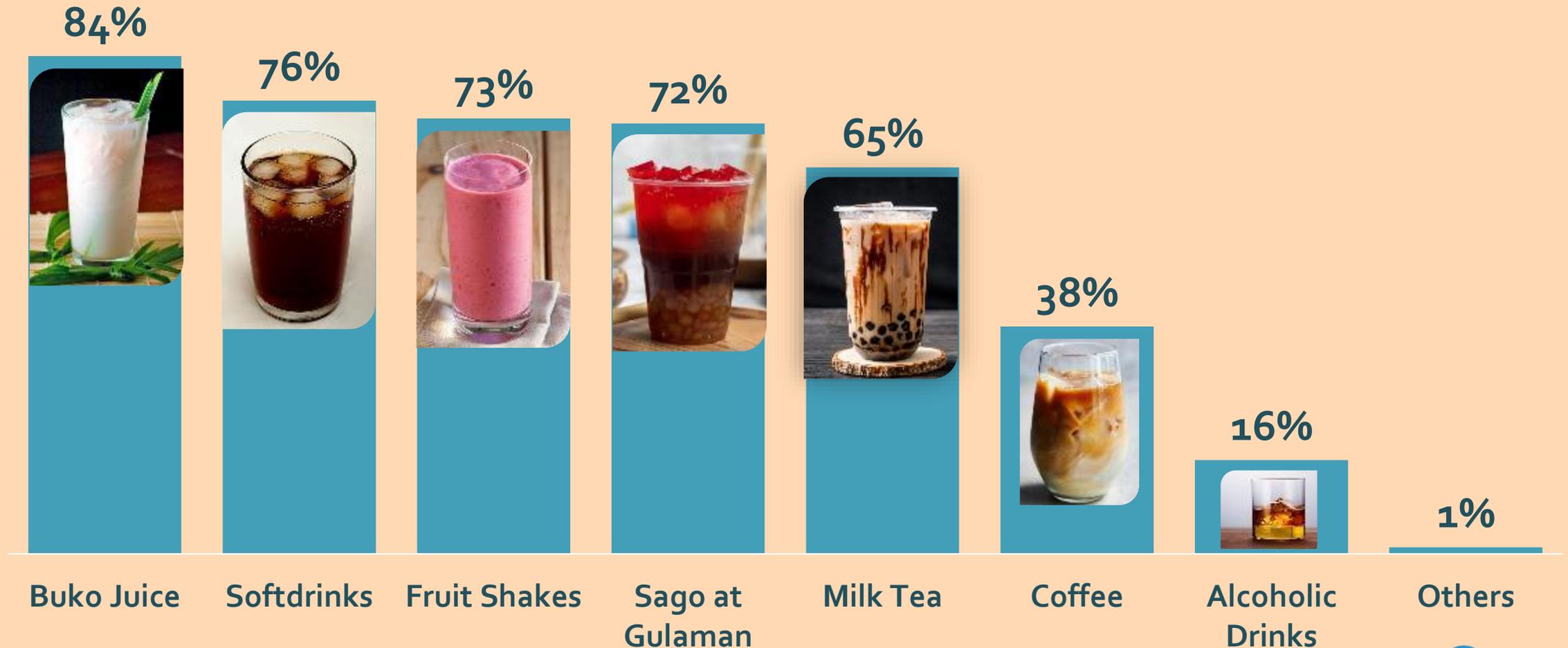
Sig higher vs Total

Sig lower vs Total

MERYENDA		Street Foods (ex. bbq, isaw, fishballs, bananaque, turon, etc.)	Bread/Burger	Kakanin (ex. Puto, Kutsinta, Sapin-sapin, etc.)	Spaghetti / Pasta	Pizza	Fried Potato (fresh fries, pan fried potatoes, etc.)	Palabok/Pancit	Dimsums	Others	
<b>Total</b>		<b>1800</b>	<b>80%</b>	<b>67%</b>	<b>65%</b>	<b>63%</b>	<b>63%</b>	<b>61%</b>	<b>59%</b>	<b>30%</b>	<b>4%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	69%	69%	46%	46%	62%	46%	38%	15%	0%
	18 to 25 years old	400	80%	62%	61%	60%	58%	56%	56%	26%	3%
	26 to 35 years old	912	81%	69%	66%	62%	63%	62%	59%	29%	4%
	36 to 50 years old	412	79%	69%	67%	68%	66%	64%	62%	35%	6%
	51 and up	63	79%	65%	71%	68%	79%	59%	68%	48%	6%
<b>GENDER</b>	Male	768	79%	66%	65%	63%	60%	57%	60%	28%	5%
	Female	1032	81%	68%	65%	63%	65%	64%	59%	31%	4%
<b>AREA</b>	NCR	429	79%	73%	64%	69%	71%	65%	64%	38%	4%
	Northern Luzon and Central Luzon	355	81%	61%	61%	59%	62%	56%	61%	28%	5%
	Southern Luzon and Bicol Region	601	81%	66%	64%	63%	58%	61%	58%	26%	4%
	Visayas	210	84%	70%	76%	67%	68%	67%	60%	34%	2%
	Mindanao	205	76%	68%	70%	56%	57%	56%	48%	25%	4%
<b>SEC</b>	SEC ABC	392	83%	78%	69%	70%	71%	69%	62%	39%	3%
	SEC D	611	79%	66%	63%	63%	65%	61%	57%	29%	5%
	SEC E	797	80%	63%	65%	60%	58%	57%	59%	27%	4%
<b>CIVIL STATUS</b>	Married with child	323	83%	69%	69%	65%	67%	63%	61%	33%	4%
	Married with no child	409	81%	70%	68%	66%	66%	64%	58%	33%	4%
	Single with child	266	78%	68%	64%	62%	63%	61%	56%	30%	3%
	Single with no child	802	79%	65%	62%	62%	60%	59%	60%	28%	4%

# COLD BEVERAGES FOR SUMMER

Except for alcoholic drinks, all the listed cold beverages have good consumption levels during summer.



Q9. Aside from water, which of the following cold beverages do you usually drink during Summer?

Among all qualified respondents: n=1800

# COLD BEVERAGES FOR SUMMER

## by demographics

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

Sig lower vs Total

Drinking buko juice is driven by older adults (51-up), while older adults (36-50 yo) influence the drinking of fruit shakes, sago't gulaman, and coffee.

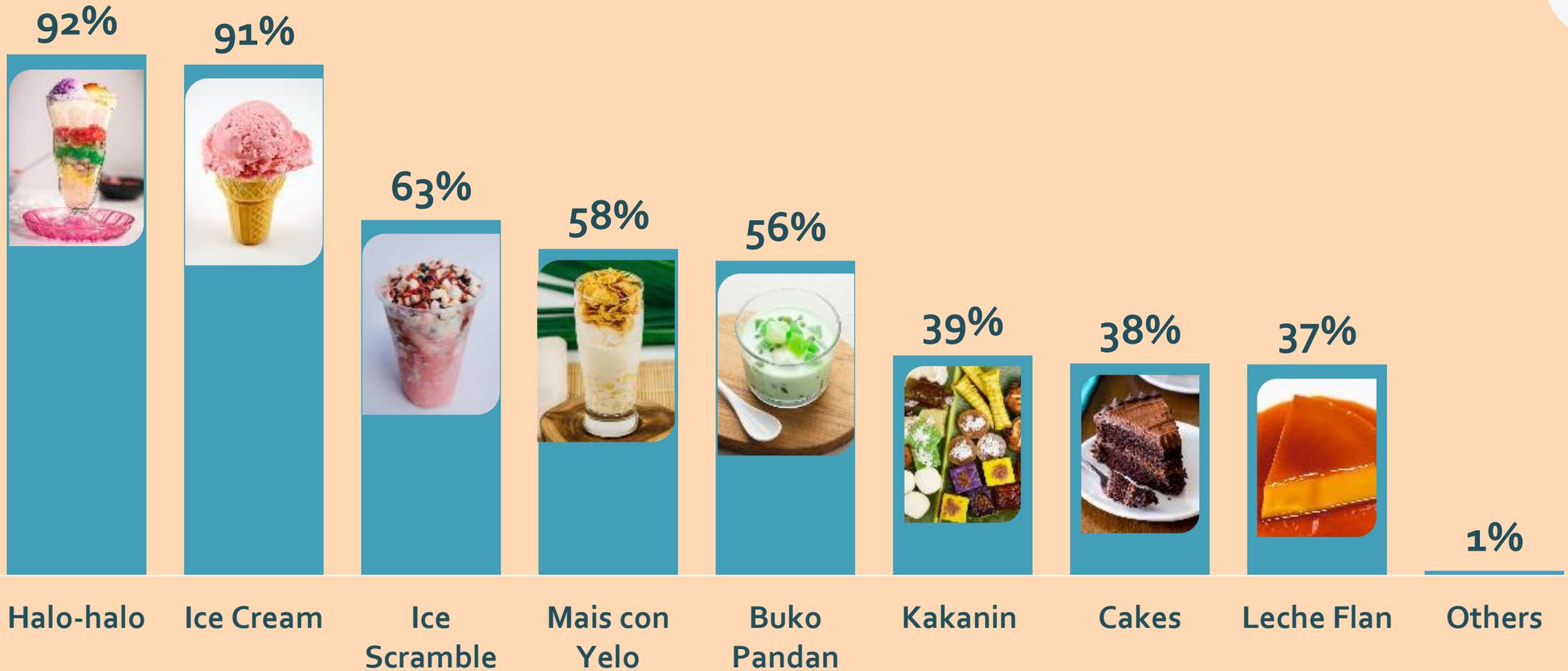
ABC households propel the drinking of fruit shakes, sago't gulaman, and milk tea.

Fruit shakes are more prevalent in NCR and Visayas.

BEVERAGE		Buko Juice	Softdrinks	Fruit Shakes	Sago at Gulaman	Milk Tea	Coffee	Alcoholic Drinks	Others	
<b>Total</b>		<b>1800</b>	<b>84%</b>	<b>76%</b>	<b>73%</b>	<b>72%</b>	<b>65%</b>	<b>38%</b>	<b>16%</b>	<b>1%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	77%	77%	31%	31%	62%	38%	15%	0%
	18 to 25 years old	400	78%	77%	64%	66%	68%	37%	14%	1%
	26 to 35 years old	912	84%	77%	74%	71%	65%	36%	16%	1%
	36 to 50 years old	412	86%	73%	80%	80%	63%	44%	17%	1%
	51 and up	63	95%	75%	78%	84%	56%	46%	14%	0%
<b>GENDER</b>	Male	768	83%	75%	71%	71%	64%	38%	18%	1%
	Female	1032	84%	77%	75%	73%	66%	39%	14%	1%
<b>AREA</b>	NCR	429	85%	75%	81%	80%	70%	40%	17%	1%
	Northern Luzon and Central Luzon	355	85%	76%	66%	71%	68%	38%	15%	1%
	Southern Luzon and Bicol Region	601	82%	76%	68%	71%	61%	37%	14%	2%
	Visayas	210	85%	80%	80%	70%	65%	41%	21%	1%
	Mindanao	205	82%	76%	76%	66%	61%	34%	12%	1%
<b>SEC</b>	SEC ABC	392	86%	79%	81%	79%	71%	37%	18%	0%
	SEC D	611	85%	73%	74%	72%	65%	38%	16%	1%
	SEC E	797	82%	77%	69%	70%	62%	39%	15%	1%
<b>CIVIL STATUS</b>	Married with child	323	85%	78%	78%	74%	61%	39%	15%	2%
	Married with no child	409	89%	76%	81%	79%	67%	38%	14%	0%
	Single with child	266	85%	75%	74%	73%	64%	41%	18%	1%
	Single with no child	802	80%	76%	67%	68%	66%	37%	16%	1%

# DESSERTS FOR SUMMER

Halo-halo and ice cream are the desserts kings during summer. All the top 5 desserts are both sweet and cold.



# DESSERTS FOR SUMMER

## by demographics

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

Sig lower vs Total

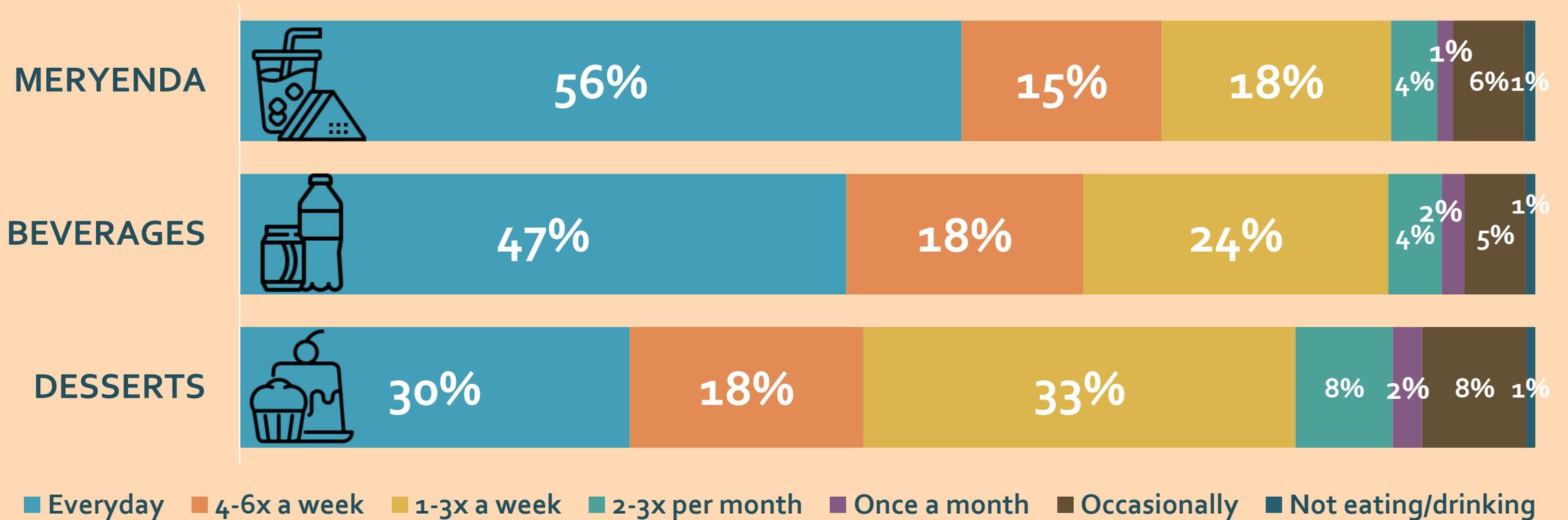
NCR residents are more fond of halo-halo, ice cream, ice scramble, and mais con yelo. Meanwhile, Visayas residents go for buko pandan, kakanin, and cakes.

ABC households drive the consideration of several desserts.

DESSERTS			Halo-halo	Ice Cream	Ice Scramble	Mais con Yelo	Buko Pandan	Kakanin (ex. Puto, Kutsinta, Sapin-sapin, etc.)	Cakes	Leche Flan	Others
<b>Total</b>		<b>1800</b>	<b>92%</b>	<b>91%</b>	<b>63%</b>	<b>58%</b>	<b>56%</b>	<b>39%</b>	<b>38%</b>	<b>37%</b>	<b>1%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	69%	85%	54%	31%	23%	31%	38%	23%	0%
	18 to 25 years old	400	89%	88%	59%	54%	52%	36%	36%	36%	1%
	26 to 35 years old	912	93%	92%	63%	58%	55%	39%	37%	37%	1%
	36 to 50 years old	412	96%	91%	67%	62%	59%	42%	40%	40%	1%
	51 and up	63	95%	90%	67%	71%	75%	46%	44%	46%	2%
<b>GENDER</b>	Male	768	93%	89%	63%	57%	57%	38%	37%	36%	1%
	Female	1032	92%	91%	63%	59%	55%	40%	38%	38%	1%
<b>AREA</b>	NCR	429	96%	94%	70%	64%	61%	38%	39%	40%	0%
	Northern Luzon and Central Luzon	355	92%	90%	58%	51%	48%	33%	32%	33%	1%
	Southern Luzon and Bicol Region	601	92%	89%	64%	63%	52%	36%	38%	36%	1%
	Visayas	210	91%	91%	65%	55%	70%	50%	47%	44%	1%
	Mindanao	205	89%	88%	52%	46%	55%	50%	35%	36%	1%
<b>SEC</b>	SEC ABC	392	95%	94%	66%	65%	61%	40%	44%	43%	0%
	SEC D	611	94%	91%	64%	57%	55%	38%	35%	37%	1%
	SEC E	797	90%	89%	61%	55%	54%	40%	36%	35%	1%
<b>CIVIL STATUS</b>	Married with child	323	95%	93%	62%	59%	55%	40%	37%	37%	1%
	Married with no child	409	95%	91%	68%	62%	61%	42%	41%	43%	0%
	Single with child	266	93%	92%	65%	61%	57%	42%	40%	37%	0%
	Single with no child	802	90%	89%	60%	54%	53%	36%	35%	35%	1%

# FREQUENCY OF CONSUMPTION/DRINKING

Except for alcoholic drinks, all the listed cold beverages have good consumption levels during summer.

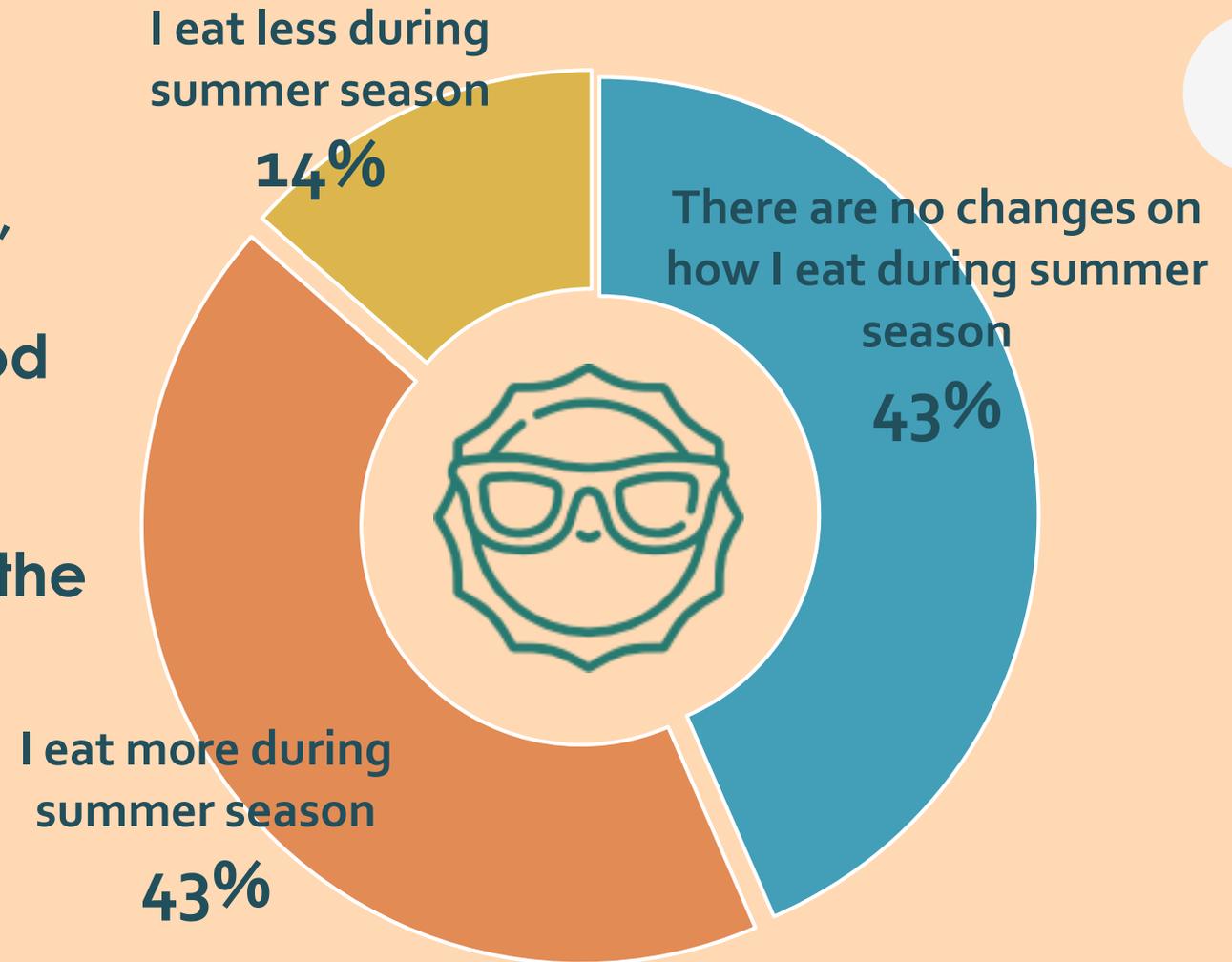


Q8. How frequent do you eat "meryenda" or snacks during Summer?  
 Q10. How frequent do you drink your usual cold drink during Summer?  
 Q12. How frequent do you eat desserts during Summer?

# FOOD CONSUMPTION DURING SUMMER

4 out of 10 claim that they eat more during the summer season, while a similar number say that there are no changes in their food consumption frequency.

Only 1 out of 10 eats less during the summer season.



# FOOD CONSUMPTION DURING SUMMER

## by demographics

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

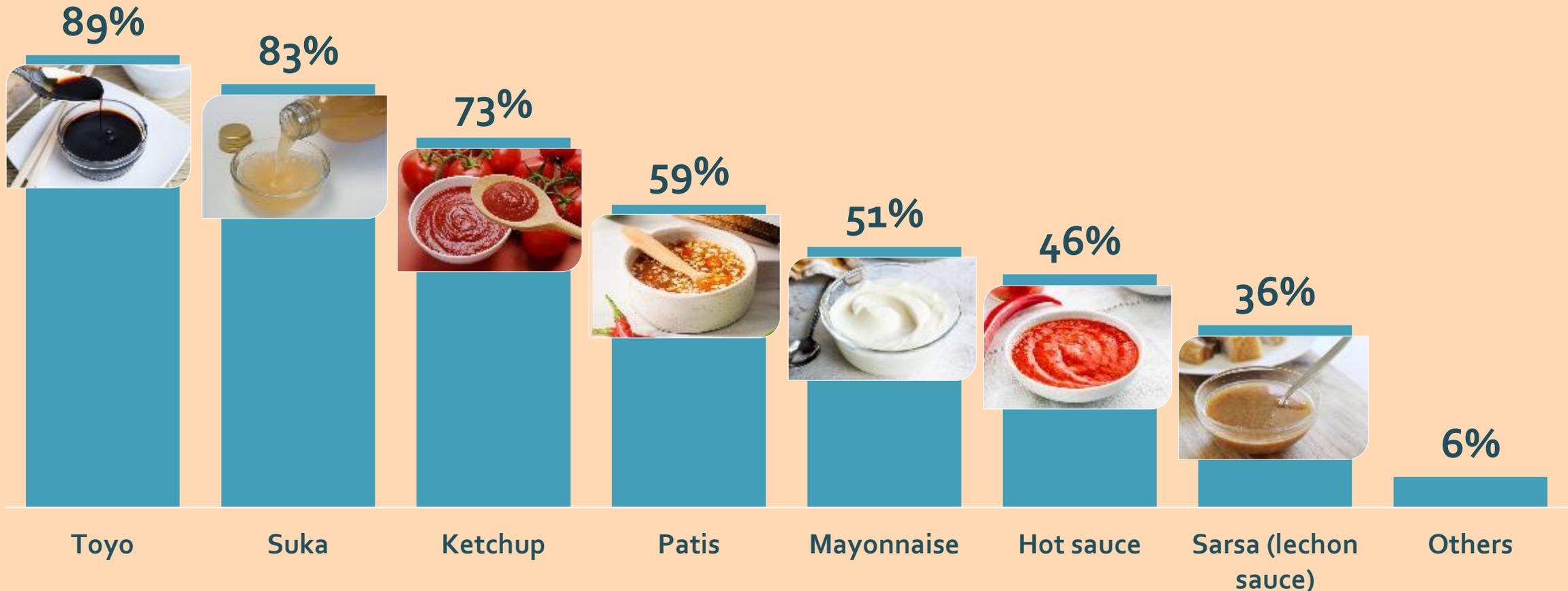
Sig lower vs Total

Eating more during the summer season is driven by younger consumers (18-25 yo) and ABC households.

FOOD CONSUMPTION DURING SUMMER			There are no changes on how I eat during summer season	I eat more during summer season	I eat less during summer season
<b>Total</b>		<b>1800</b>	<b>44%</b>	<b>43%</b>	<b>14%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	54%	31%	15%
	18 to 25 years old	400	31%	56%	14%
	26 to 35 years old	912	44%	43%	13%
	36 to 50 years old	412	51%	34%	15%
	51 and up	63	63%	21%	16%
<b>GENDER</b>	Male	768	44%	42%	14%
	Female	1032	43%	44%	13%
<b>AREA</b>	NCR	429	45%	43%	13%
	Northern Luzon and Central Luzon	355	44%	41%	15%
	Southern Luzon and Bicol Region	601	44%	43%	13%
	Visayas	210	35%	46%	19%
	Mindanao	205	48%	42%	10%
<b>SEC</b>	SEC ABC	392	38%	50%	12%
	SEC D	611	49%	38%	14%
	SEC E	797	42%	44%	14%
<b>CIVIL STATUS</b>	Married with child	323	50%	38%	12%
	Married with no child	409	44%	40%	16%
	Single with child	266	42%	44%	14%
	Single with no child	802	41%	46%	13%

# CONDIMENTS USAGE

Soy sauce and vinegar are the go-to condiments, followed by ketchup and fish sauce.



# CONDIMENTS USAGE

## by demographics

\*Demographics in gray are unreadable (n<30)

Sig higher vs Total

Sig lower vs Total

Older adults (36 yo-above) drive the usage of almost all condiments, as well as ABC households.

CONDIMENTS		Toyo	Suka	Patis	Ketchup	Mayonn aise	Hot sauce	Sarsa (lechon sauce)	Others	
<b>Total</b>		<b>1800</b>	<b>89%</b>	<b>83%</b>	<b>59%</b>	<b>73%</b>	<b>51%</b>	<b>46%</b>	<b>36%</b>	<b>6%</b>
<b>AGE GROUP</b>	13 to 17 years old	13	77%	85%	54%	69%	31%	23%	15%	23%
	18 to 25 years old	400	88%	80%	50%	66%	44%	44%	32%	6%
	26 to 35 years old	912	88%	82%	59%	72%	50%	46%	34%	6%
	36 to 50 years old	412	91%	87%	66%	77%	59%	46%	43%	7%
	51 and up	63	92%	89%	83%	86%	67%	52%	52%	3%
<b>GENDER</b>	Male	768	88%	82%	61%	73%	51%	47%	36%	5%
	Female	1032	90%	84%	58%	72%	51%	45%	36%	6%
<b>AREA</b>	NCR	429	90%	86%	62%	75%	58%	47%	40%	7%
	Northern Luzon and Central Luzon	355	86%	78%	61%	67%	44%	40%	28%	6%
	Southern Luzon and Bicol Region	601	91%	83%	61%	74%	50%	44%	37%	5%
	Visayas	210	85%	87%	62%	80%	54%	55%	41%	5%
	Mindanao	205	87%	80%	41%	67%	50%	48%	32%	7%
<b>SEC</b>	SEC ABC	392	90%	87%	65%	77%	59%	53%	44%	5%
	SEC D	611	89%	81%	60%	71%	49%	43%	33%	6%
	SEC E	797	88%	82%	56%	72%	49%	44%	34%	6%
<b>CIVIL STATUS</b>	Married with child	323	88%	82%	61%	79%	58%	47%	40%	8%
	Married with no child	409	89%	85%	63%	74%	52%	47%	38%	4%
	Single with child	266	89%	88%	61%	74%	55%	48%	35%	5%
	Single with no child	802	89%	81%	56%	69%	47%	44%	33%	6%



# KEY INSIGHTS

# KEY INSIGHTS



Food and beverages, clothing, and personal care are top budgeting priorities.

Summer is generally spontaneously associated with hot weather, vacation, and bonding.

Top summer activities include going to the beach, watching movies/series, and baking/cooking.

Social media (*mainly Facebook and YouTube*) and television are the top sources of information for food items for the summer.

An ideal food item for the summer season is affordable, refreshing, and recommended by loved ones.

# KEY INSIGHTS



**Filipinos eat and prefer several summer meryenda items, including beverages and desserts. These food items are led by street food (meryenda), buko juice (beverages), and halo-halo (dessert).**

**Among the food items, meryenda items are consumed more frequently than beverages and desserts. Meanwhile, beverages are more popular than desserts during summer.**

**Soy sauce and vinegar are the condiments more frequently used on a daily basis.**

# THANK YOU!



**acquisition  
apps, inc.**

