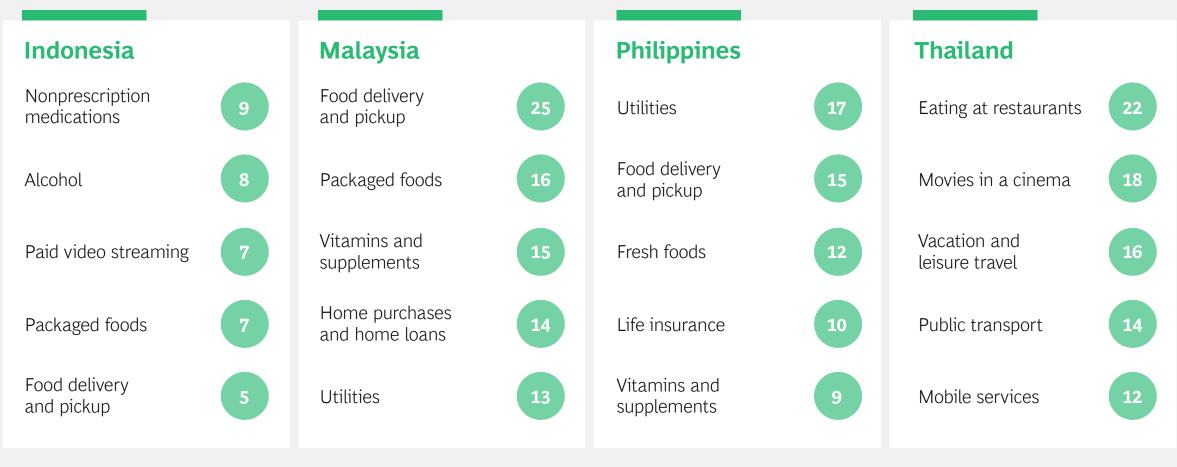
Did You Know: Consumers in Southeast Asia Already Intend to Increase Spending

May Shows Stronger Results than April



• Increase in net spending versus April (percentage points)

Source: BCG COVID-19 Consumer Sentiment Survey, April 25–May 3, 2020 (N = Indonesia: 1,532; Malaysia: 1,018; Philippines: 1,030; Thailand: 1,003).

Note: Question was "How do you expect your spend to change in the next 6 months across the following areas?" The change in net spending reflects a comparison of net spending in wave 1 versus wave 2 (e.g., net spending of 5% in wave 1 and net spending of 12% in wave 2 results in a 7-percentage-point increase). Countries are listed in order of decreasing number of new cases. The gradual reopening of businesses in Thailand is leading to big increases in categories most affected by the crisis.