

Philippines

Philippines-based CEOs

No of responses: 35 | 86% male, | 11% female

60% CEO of a single or multi-entity parent company

17% CEO of a country subsidiary within a multi-entity parent company

14% CEO of a product-oriented subsidiary within a multi-entity company

The reinvention imperative

An enduring imperative to reinvent

57% of Philippines-based CEOs believe the global economy will improve over the next 12 months, slightly higher than the Asia Pacific average (40%).

Philippines-based CEOs consider the US and China as critical for their growth prospects in 2024.

Territories that are most important for their company's prospects for revenue 2024

US	77%
China	40%
Malaysia	20%
Japan	13%
Singapore	13%
Vietnam	13%

Note: This question only takes into account companies that operate internationally

54% believe their companies will not be economically viable in the next decade, if they continue on their current path. This is lower than Asia Pacific CEOs (63%).

	Philippines 2024	Asia Pacific 2024
10 years or less	54%	63%
More than 10 years	46%	34%

97% of surveyed Philippines-based CEOs have taken at least some steps to change how they create, deliver, and capture value over the past five years.

Over that timeframe, 86% took at least one action that had a large or very large impact on their company's business model.

Pressures and threats

In the next 12 months, Philippines-based CEOs identify the same key threats as Asia Pacific CEOs.

Threat	Philippines 2024	Asia Pacific 2024
Geopolitical conflict	40%	18%
Inflation	37%	20%
Macroeconomic volatility	29%	21%
Cyber risk	29%	16%
Health risk	23%	14%
Climate change	14%	11%
Social inequality	3%	6%

Note: Only showing 'Highly and extremely exposed'

On average, Philippines-based CEOs identified different barriers to reinvention when compared to their Asia Pacific counterparts. Top three barriers (at least to a moderate extent) for them are:

No.	Philippines	Asia Pacific
1	Lack of workforce skills (71%)	Regulatory environment (66%)
2	Lack of technological capabilities in my company (69%)	Lack of workforce skills (60%)
3	Competing operational priorities (65%)	Supply chain instability (57%)

Looming existential change

Climate change a work in progress

- Philippines-based CEOs have undertaken some actions to mitigate climate change.
- Most progress has been made in
 - Decarbonisation: 75% are in progress/have improved energy efficiency.
 - Climate adaptation:
 - 74% are in progress/have sold products, services or technologies that support customers' climate-resilience efforts.
 - 68% are in progress/have implemented initiatives to protect our company's physical assets and/or workforce from the physical impacts of climate risk.
- However, 26-31% don't plan to pursue other types of action related to just transition and nature.
- Philippines-based CEOs cite the barriers to decarbonisation (at least to a moderate extent):
 - Regulatory complexity (54% vs. 63% in Asia Pacific)
 - Lack of climate-friendly technologies for my sector (54% vs. 59% in Asia Pacific)
 - Lower returns for climate-friendly investments (45% vs. 61% in Asia Pacific)
- When evaluating climate-friendly investments, 43% have accepted rates of return that were lower than for other investments (vs. 51% in Asia Pacific).

The Generative Artificial Intelligence (GenAI) opportunity and challenge

- At least 60% of Philippines-based CEOs anticipate impacts within three years – including impacts to the workforce (vs. at least 57% in Asia Pacific).
- 80% agree GenAI will require most of their workforce to learn new skills in the next three years (vs. 76% in Asia Pacific).
- However, 54% report that they have not yet adopted GenAI across their companies (vs. 41% in Asia Pacific).
- At least 74% believe GenAI will increase efficiency for both themselves and their employees (vs. at least 65% in Asia Pacific).
- 57% believe GenAI will help increase revenue and profitability (vs. 49% in Asia Pacific).
- However, 26% predict a reduction in headcount due to GenAI (vs. 26% in Asia Pacific).
- They agree that GenAI will increase cybersecurity risk (69% vs. 49% in Asia Pacific) and spread misinformation (57% vs. 44% in Asia Pacific).

Additional data on surveyed companies

Ownership

74% privately-owned company

26% public company

Revenue

49% Less than US\$100 million

23% US\$100 million - Less than \$1 billion

14% US\$1 billion - Less than \$10 billion

6% US\$25 billion or more

Employees

40% fewer than 500

17% 500–999

20% 1,000–4,999

11% 5,000–9,999

3% 10,000–24,999

9% 25,000–49,999

Industry

14% financial services

14% technology, media and telecommunications

31% consumer markets

26% industrial, manufacturing and automotive

3% health industries (including pharma)

11% energy, utilities and resources

Note: Throughout this snapshot, not all figures will add up to 100% as a result of rounding percentages and the decision in certain cases to exclude the display of 'neither/nor', 'other', 'none of the above', 'don't know' and 'prefer not to say' responses.



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