



*helping you launch &  
grow your business*

A decorative graphic consisting of several overlapping squares in various colors: blue, olive green, red, orange, and light green. A grey rectangular box is centered over these squares, containing the title text.

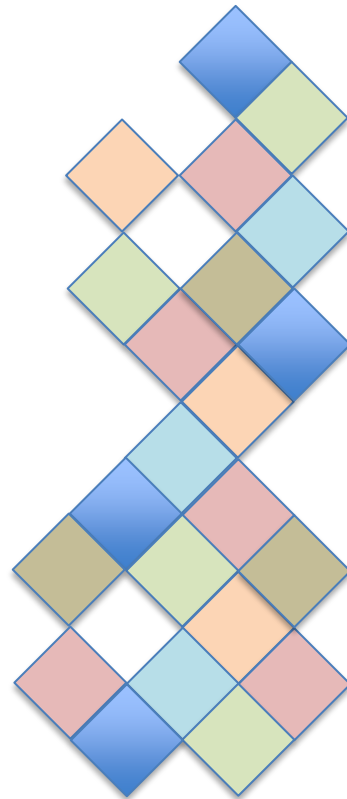
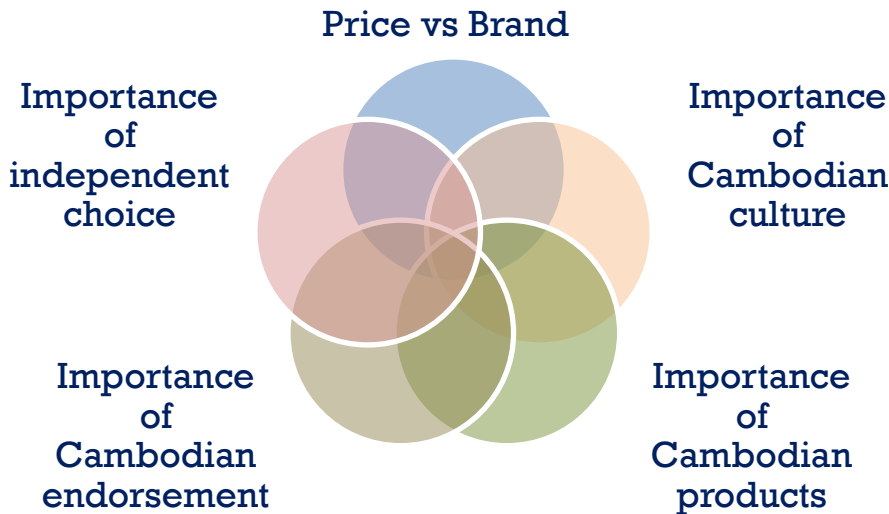
# Young Cambodian Consumer Trends 2022

**A summary research report  
June 2022**

# Overview

MRTS Consulting completed a short research project in Q2 of 2022 to explore shopping preferences among Cambodian millennials. This updates similar research conducted last year.

Implemented via an online survey, the research examined 5 dimension of shopping influence:



# Snapshot: Cambodian millennial shoppers 2022

1

Cambodian millennial consumers continue to be very discerning in terms of innovation and value

2

International brands have lost some of their appeal to Cambodian brands

3

Cambodian millennial consumers really like products that reflect Cambodian culture

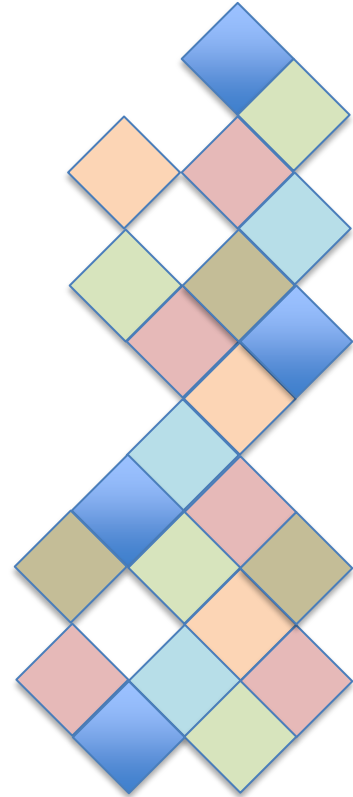
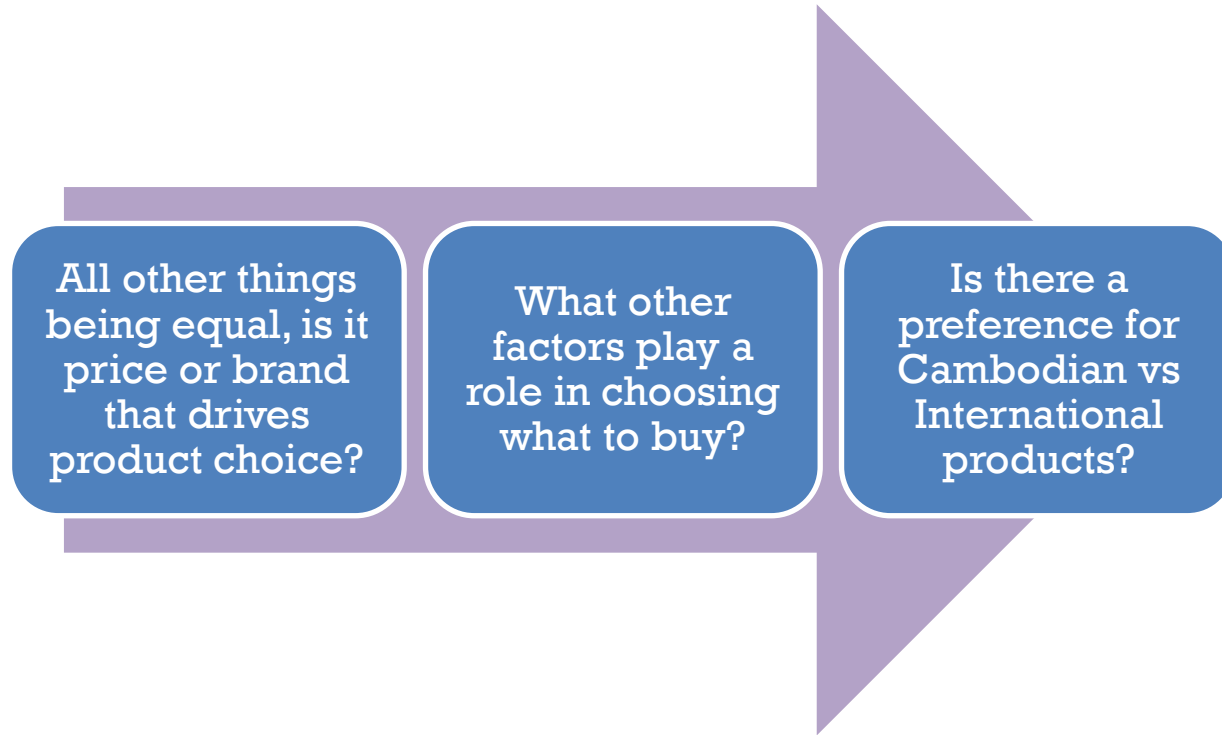
4

COVID has had a long-lasting effect on shopper behavior, and attitudes to finance

5

Millennial consumers like to make independent choices – though the impact of advertising is rising

# What drives millennial shopper choices?

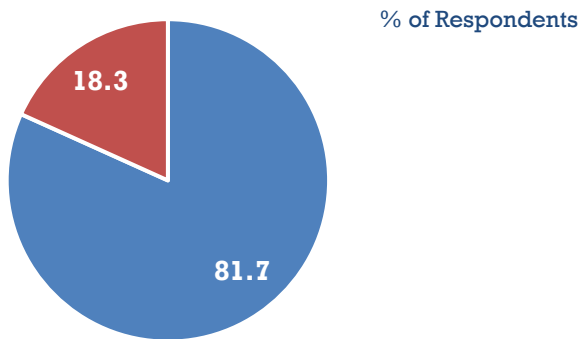


# Cambodian millennials are discerning in terms of price

Though brand is starting to become more important, Cambodian shoppers still look for the best price in 2022.

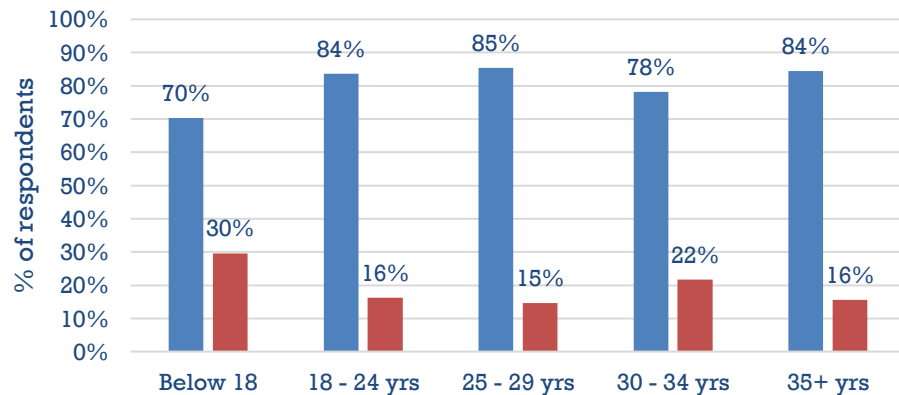
Price plays a strong role in all age groups. Younger consumers are driving the rising importance of brand

What is usually most important: Price or Brand?



- Finding the best price for the product I want
- Buying the particular brand I want

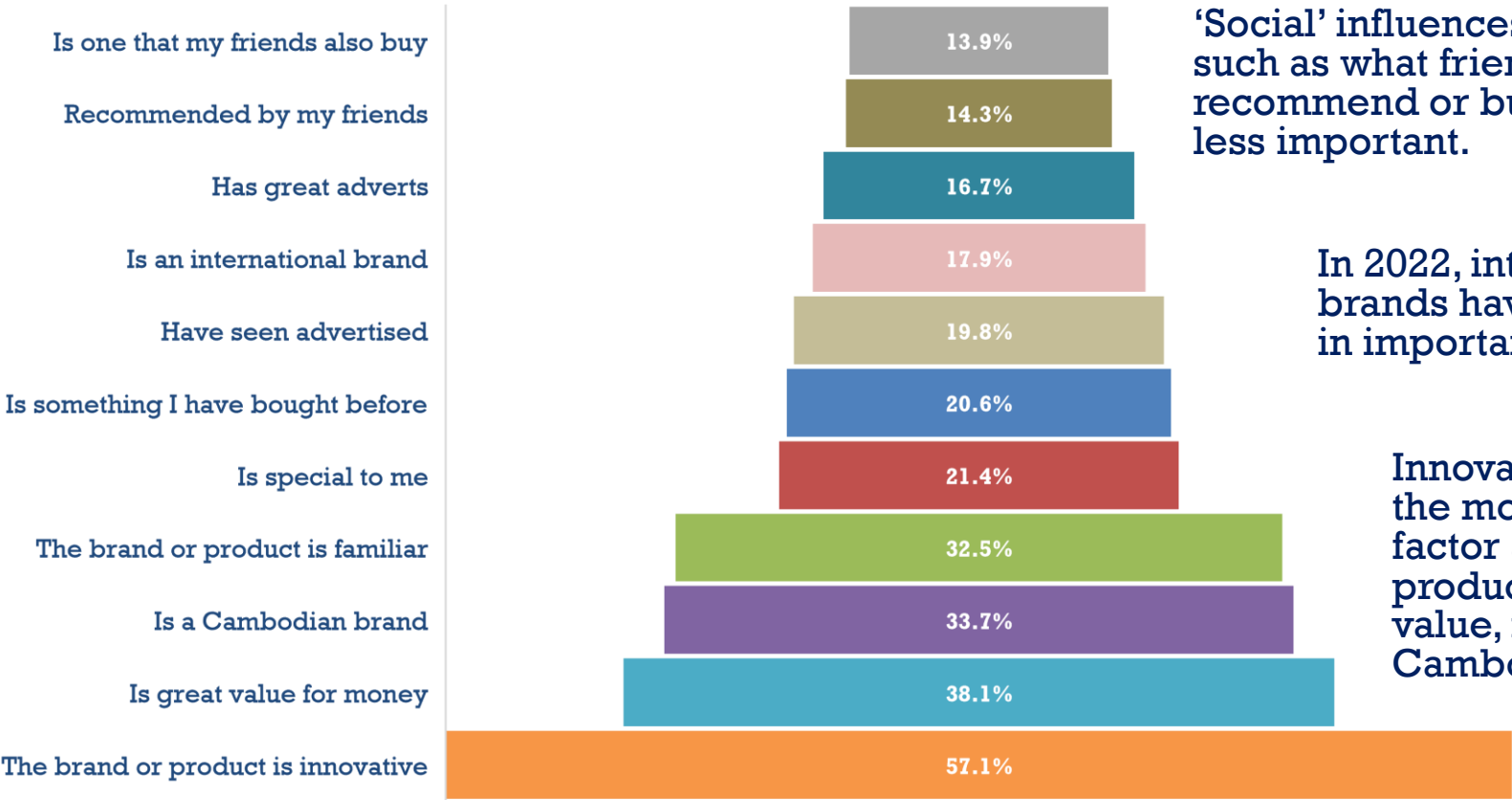
What is usually the most important: Price or Brand



- Finding the best price for the product I want
- Buying the particular brand I want

# Products and brands that are Innovative, Good value, and Cambodian do well.

Are these important when choosing what to buy?



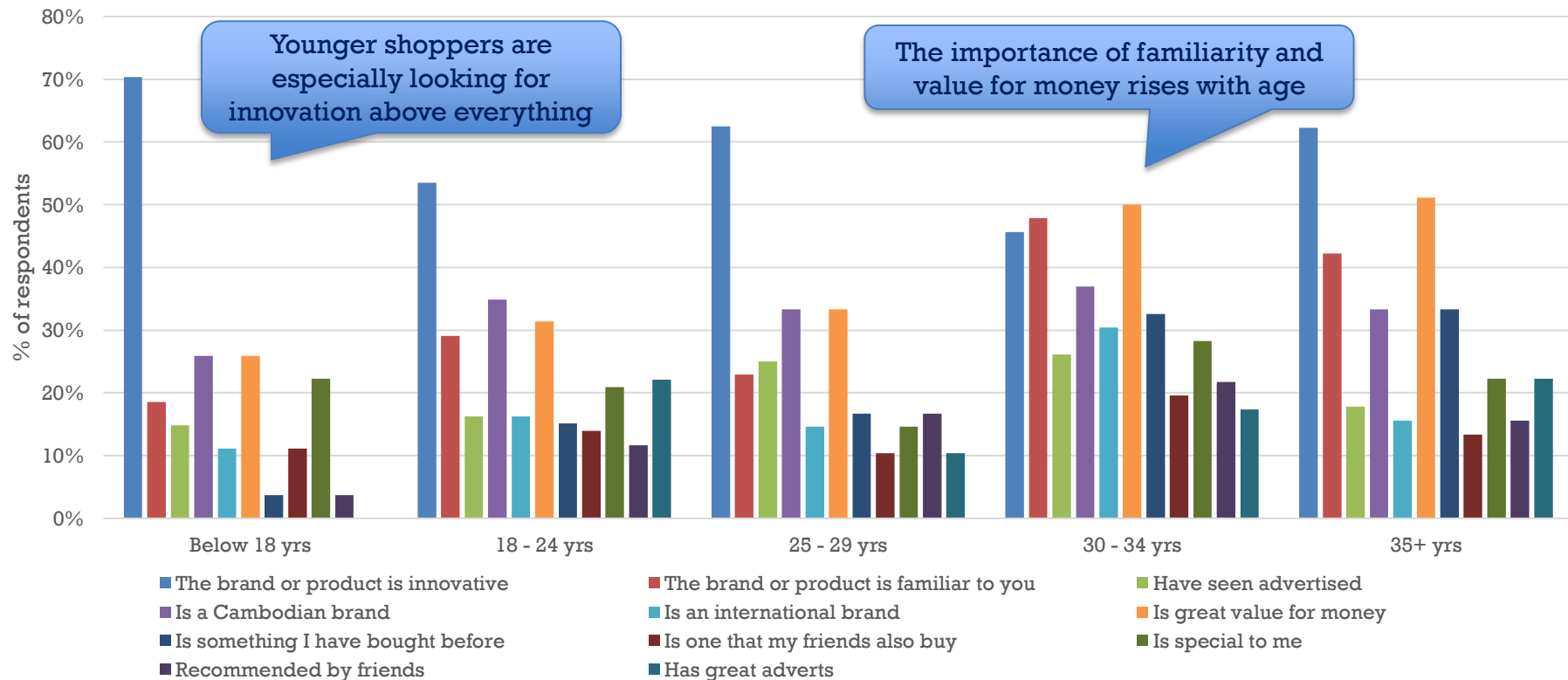
‘Social’ influences such as what friends recommend or buy are less important.

In 2022, international brands have dropped in importance

Innovation is by far the most influential factor alongside products being good value, familiar, and Cambodian.

# Innovative products are popular in all age groups

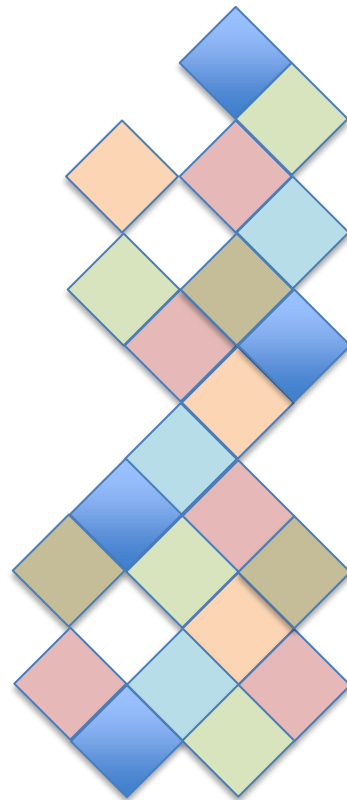
Are these important when choosing what to buy?



# Brand and product ownership preferences

What brands  
would you like  
to own?

What products  
would you like  
to own?





# Top desired products and brands are a mix of technology and clothing

Clothes

Make-up and  
skin care

Clothes and make-up / skin care are the categories most respondents want to own more of in 2022.

Latest  
iPhone /  
Apple  
product

Canon  
products

After those, Apple and the iPhone score strongly, alongside Canon, Adidas sportswear, and general home products.

Adidas  
sports  
products

General  
home  
products

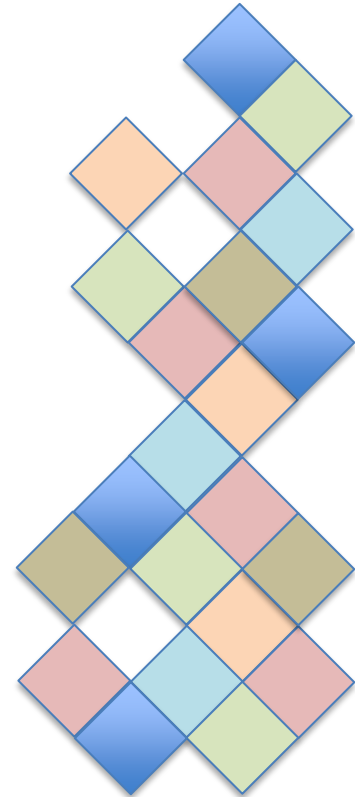
High value items such as luxury cars and designer brands only appear well down the list.

# Cambodian influences

How important is it that products feel Cambodian and reflect Cambodian society?

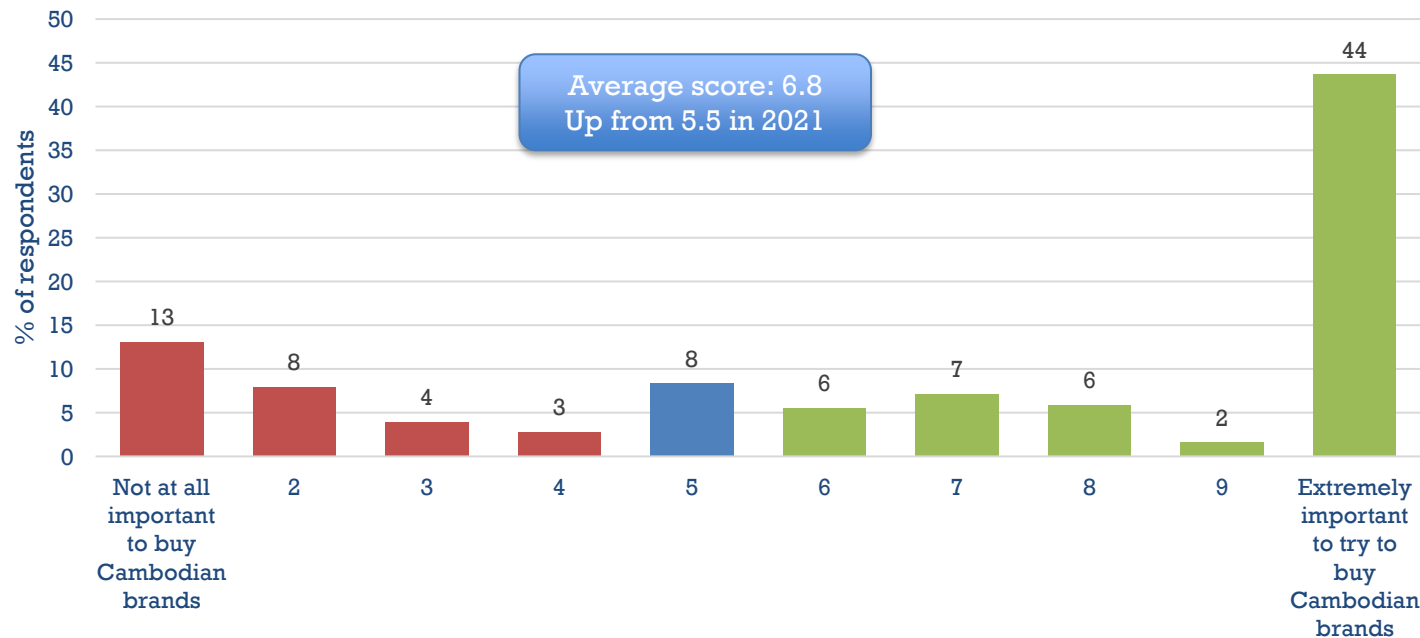
How important is it that products are advertised with famous Cambodian people?

Is there a preference for Cambodian vs International products?



# In 2022 there is a clear move towards **Cambodian brands**

Overall, how important is it to you to buy Cambodian brands rather than international brands?

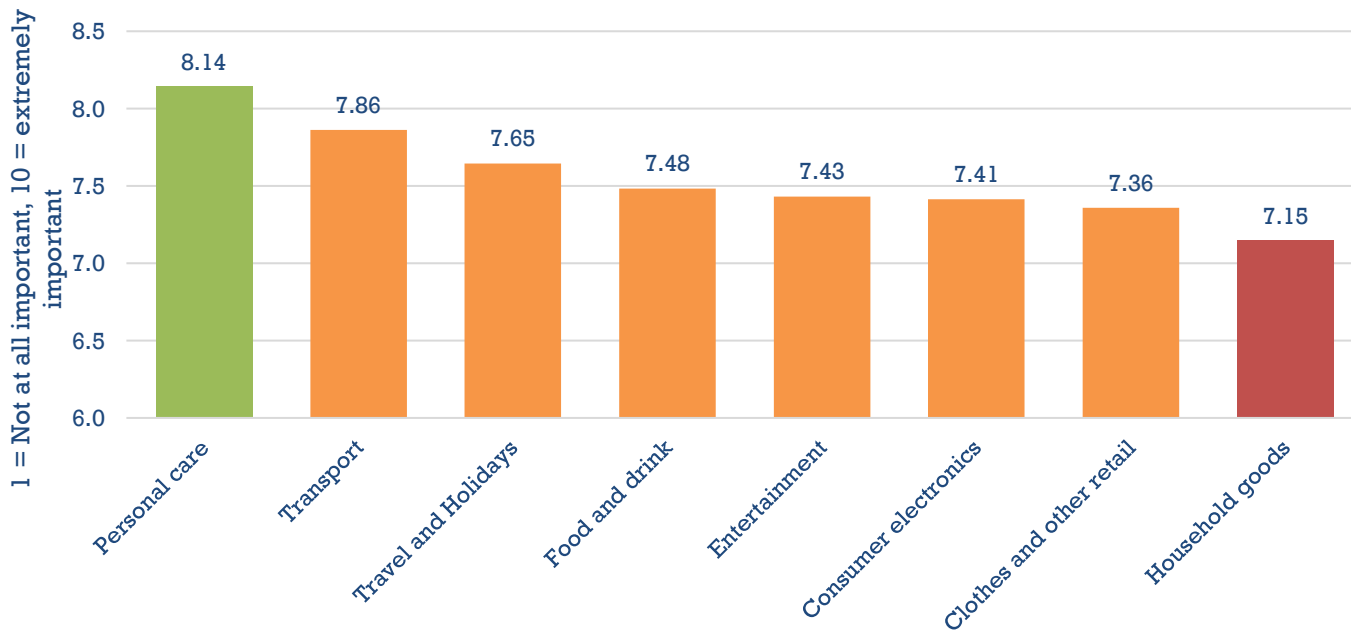


In 2022 there is a clear shift towards **Cambodian brands** and away from international brands.

**44%** of respondents feel that buying Cambodian products is **extremely important**

# Personal care brands must reflect Cambodian society

How important is it to you that products feel Cambodian and reflect Cambodian society by product category?

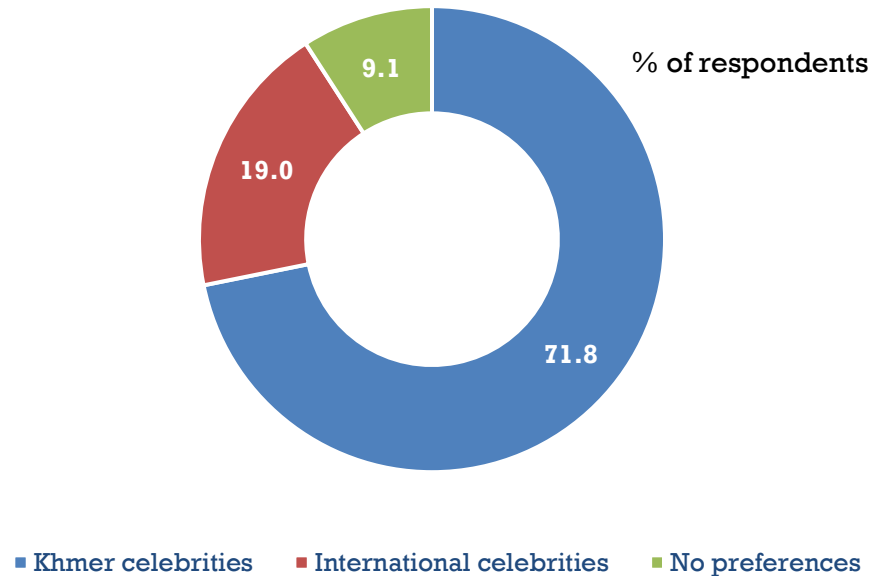


Looked at by product type, in 2022 the desire for products and brands that feel Cambodian is most evident in personal care.

But this preference for Cambodian product is strong across all these categories.

# Millennial shoppers prefer advertisements using famous Cambodians

Do you prefer products promoted by Khmer or international celebrities?



Shoppers have a clear preference for products that are advertised using famous Khmer celebrities.

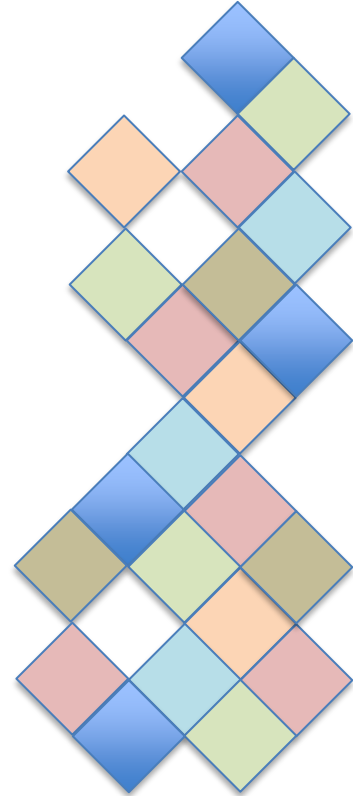
This may tie in with the increase in preference for Cambodian products and brands.

# Purchasing independence



How important is  
advertising to  
choosing what to buy?

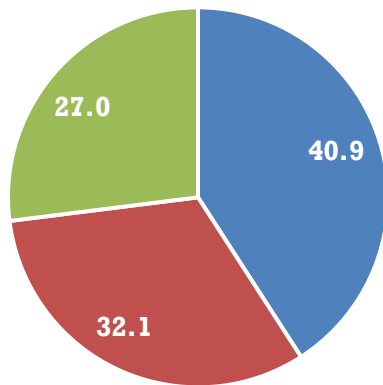
How independent are  
Cambodian  
shoppers?



# Almost 2/3 of respondents would buy a product without seeing it advertised

In 2022, around 32% of respondents say they would not buy a product unless they have seen an advertisement for it.

Would you buy a brand or product that you have NEVER seen advertised?



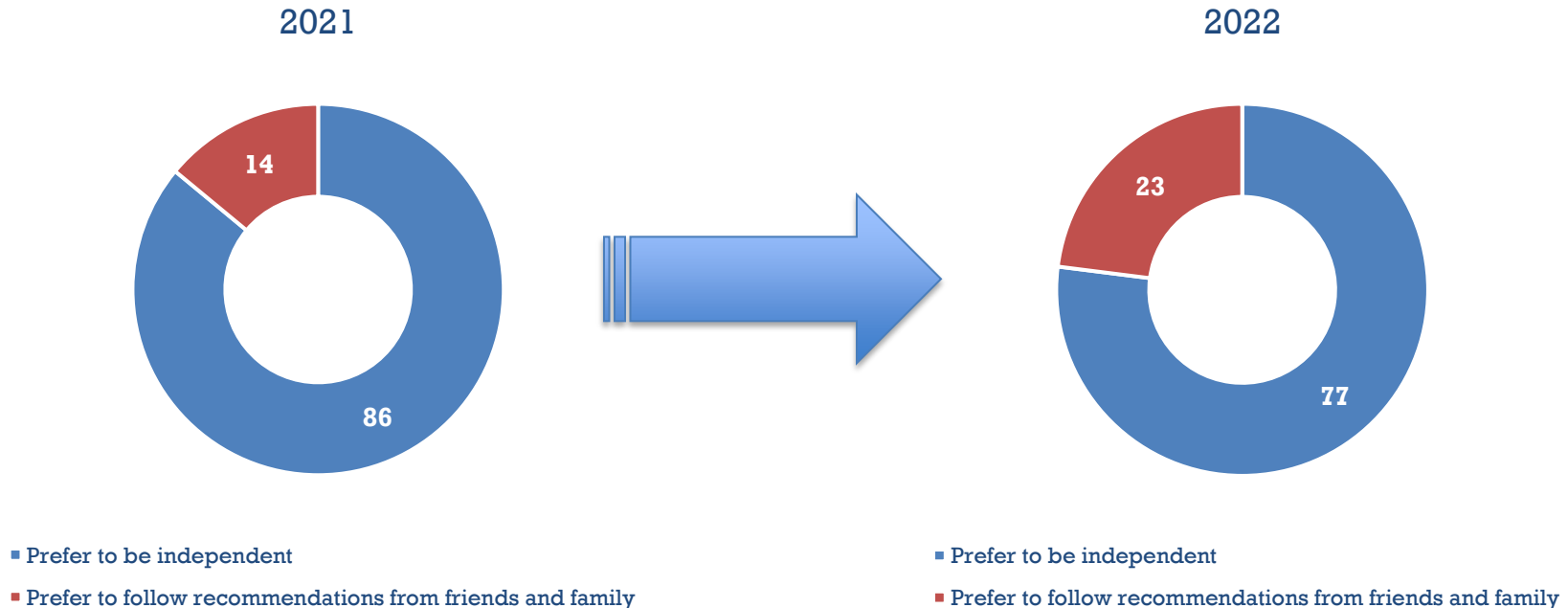
■ Yes ■ No ■ Sometimes

This is up from 25% last year and suggests that advertising is becoming a little more influential, and can push messages such as value, innovation and links to Cambodia.

# In 2022, shoppers still like to be independent though more are starting to look for recommendations

In 2022, 23% of respondents like to follow recommendations from friends and family. This ties in with the increase in the influence of advertising.

This is an increase from last year when just 14% of respondents wanted to follow recommendations from friends and family.



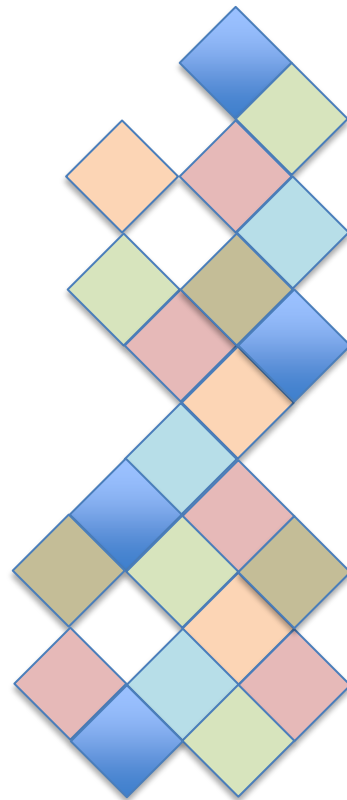


# COVID influences



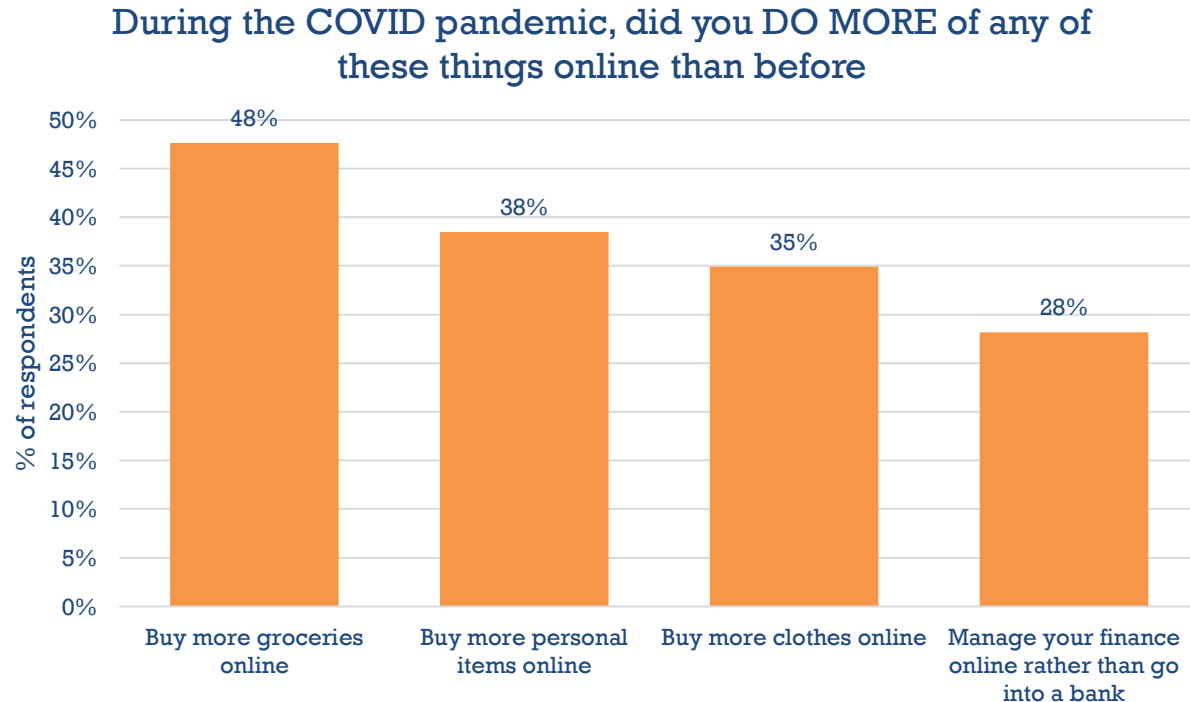
Changes to online  
purchasing due to  
COVID

Are consumers more  
careful with money  
after COVID?

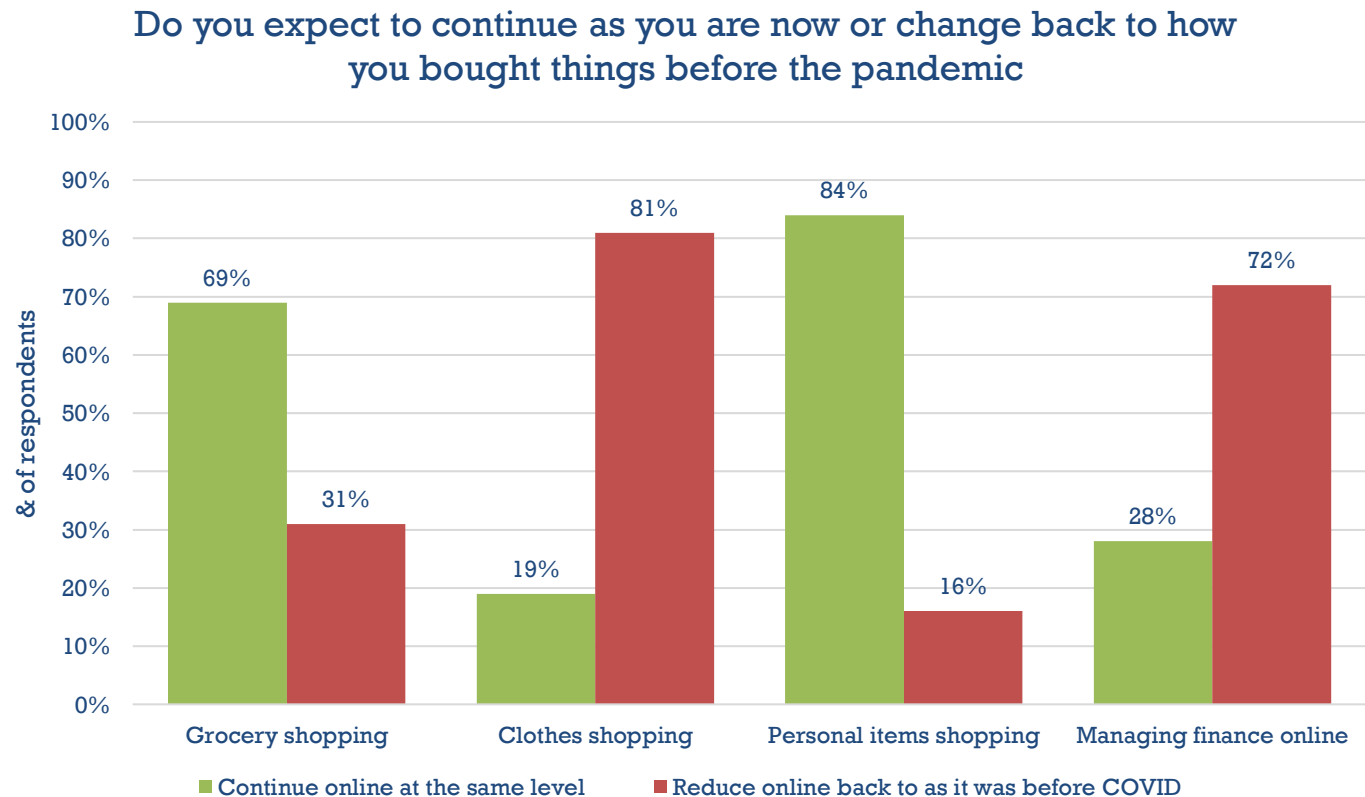


# Consumers started doing more online as a result of COVID

As a result of COVID almost half of consumers did more online grocery shopping. And over a third of consumers bought more personal items and clothes online.



# Online activity will not fall back to pre-COVID levels quickly



The majority of consumers who did more grocery and personal shopping online as a result of COVID will not switch back to buying in store soon.

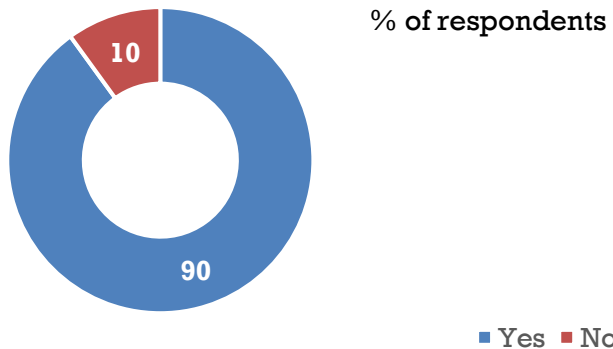
But clothes shopping and management of finance WILL start to revert to pre-pandemic methods.

# Consumers are now more careful with spending and saving

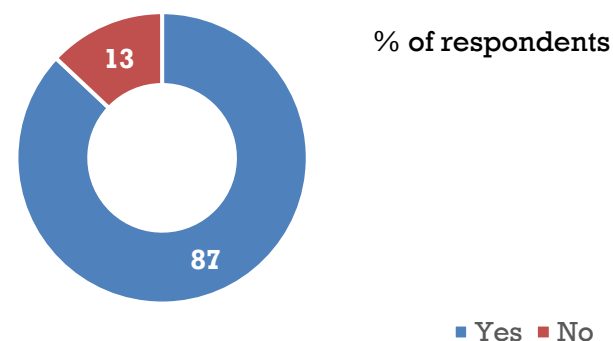
COVID has had a longer-term effect on attitudes to finance. 90% of consumers surveyed have become more risk averse with their short-term spending.

And similarly, 87% are more careful with their longer-term finances as well.

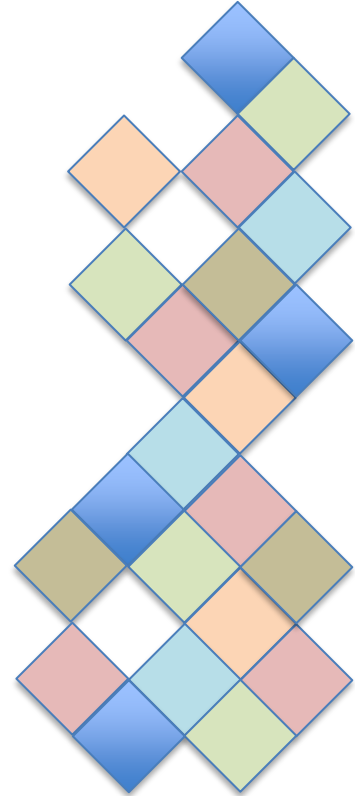
Would you say you are now more careful  
with your short term spending than before  
COVID



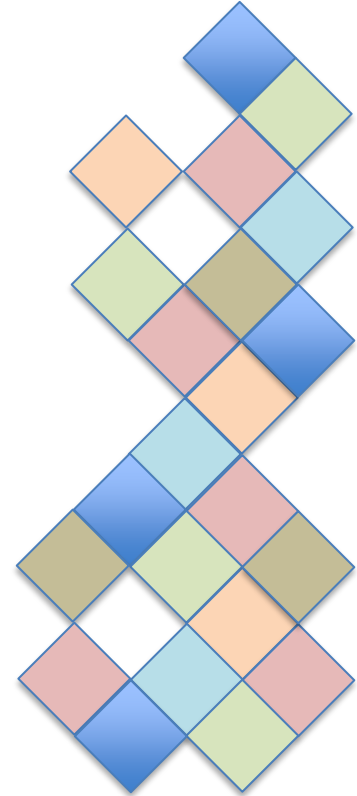
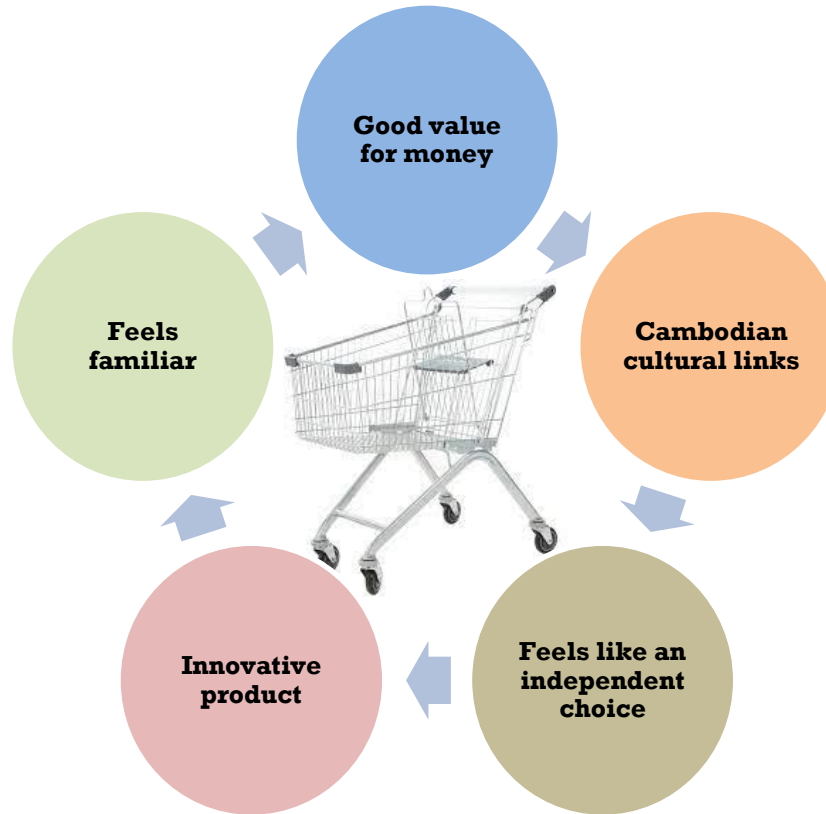
Do you now think more carefully about long  
term finances such as savings, investments  
and insurance



# Millennial shopping sweet spot 2022



# The millennial shopping sweet spot remains consistent in 2022

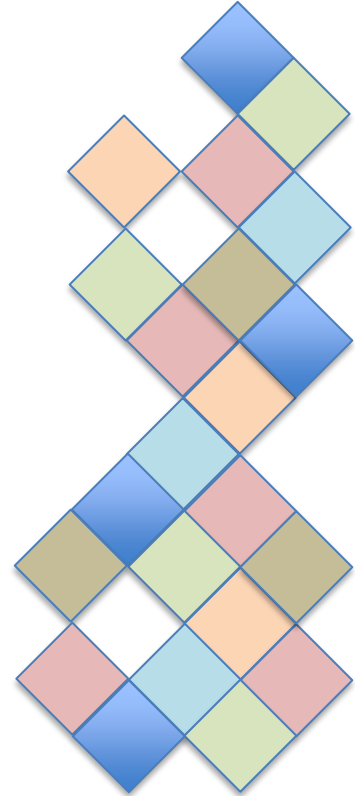


MRTS Consulting conducted an online survey using its independent consumer panel providing a sample spread by:

- Age
- Income
- Gender

252 responses were gathered during Q2 of 2022.

Full data tabulation and cross breaks managed by MRTS Consulting.



**DELIVERING TARGETED  
HIGH RESPONSE  
QUALITY SAMPLE  
FOR ONLINE SURVEYS  
IN CAMBODIA**



**CONTACT US NOW!**  
**[WWW.MRTSCONSULTING.COM](http://WWW.MRTSCONSULTING.COM)**





# CONTACT US



## EXPERIENCE

Over 15 years of experience in marketing and research in Cambodia.



## LOCAL KNOWLEDGE

Strong knowledge of local markets which can help our clients to design effective research as well as reporting for business needs.



## CONFIDENCE

We undertake work only when absolutely confident in our abilities.



## EXCELLENT SERVICE

We are supportive, reliable and quick in responses with friendly manner throughout.



## RETURN ON INVESTMENT

What we provide exceeds simple Return on Investment.



## FRIENDLY APPROACH

We do everything to ensure that it was not only useful, but also pleasant to work with us. If our client is not also our friend after the shared work, we do not recognize the work as completely successful.

## MRTS Consulting Ltd.

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