

04

Mobility,
car ownership
and the sharing
economy



Car ownership is high among Emerging Asian middle-class families

Petrol/gas/diesel vehicle are most popular type of car. Thailand and India have most non-petrol type cars.

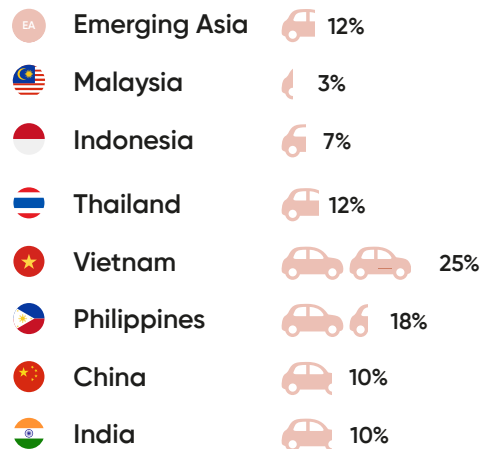
Emerging middle-class car ownership

Do you own or plan to own a car(s)?

Currently Own

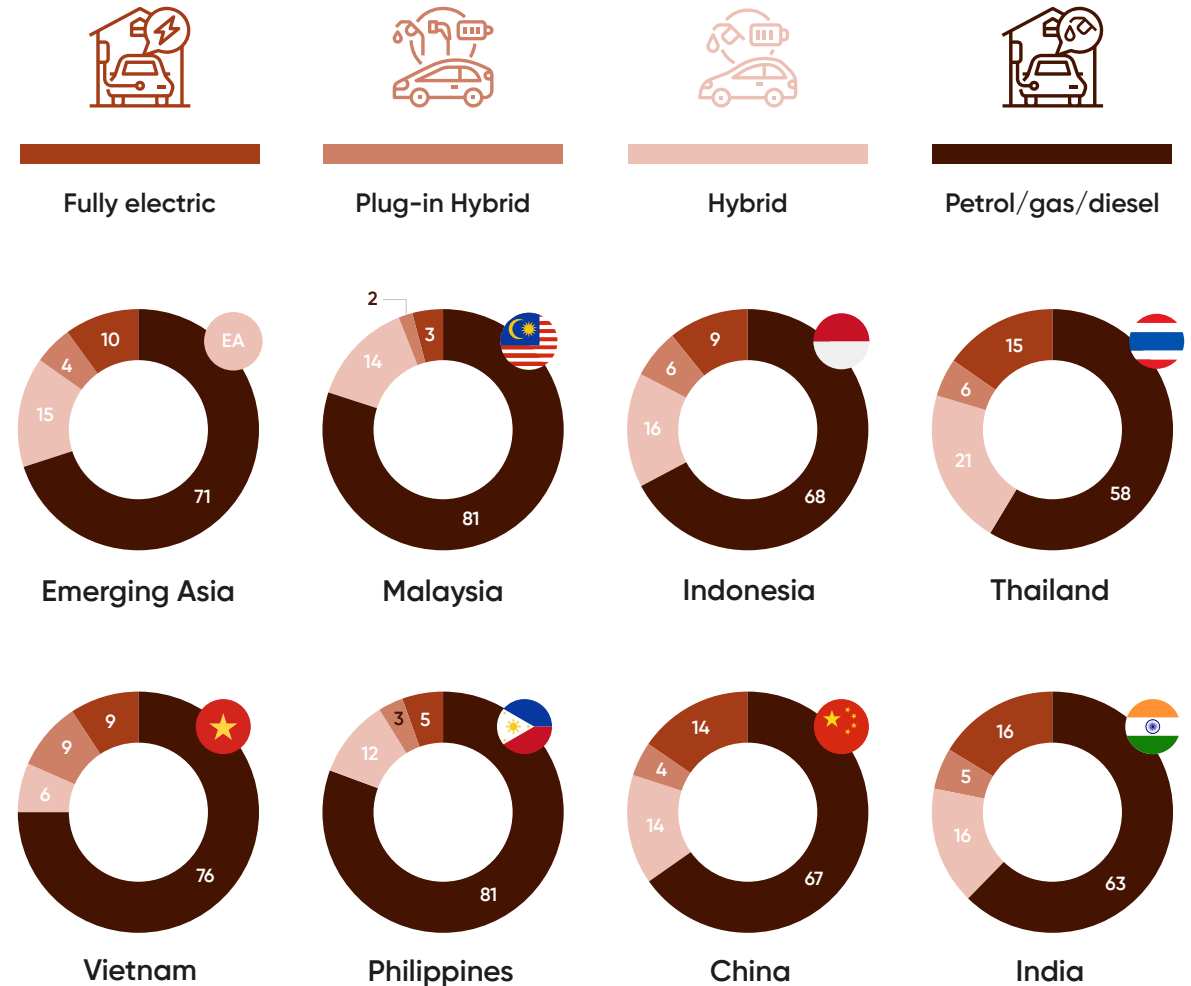


Intend to Own



Type of car owned (%)

If yes, what is the type of the most frequently used one?



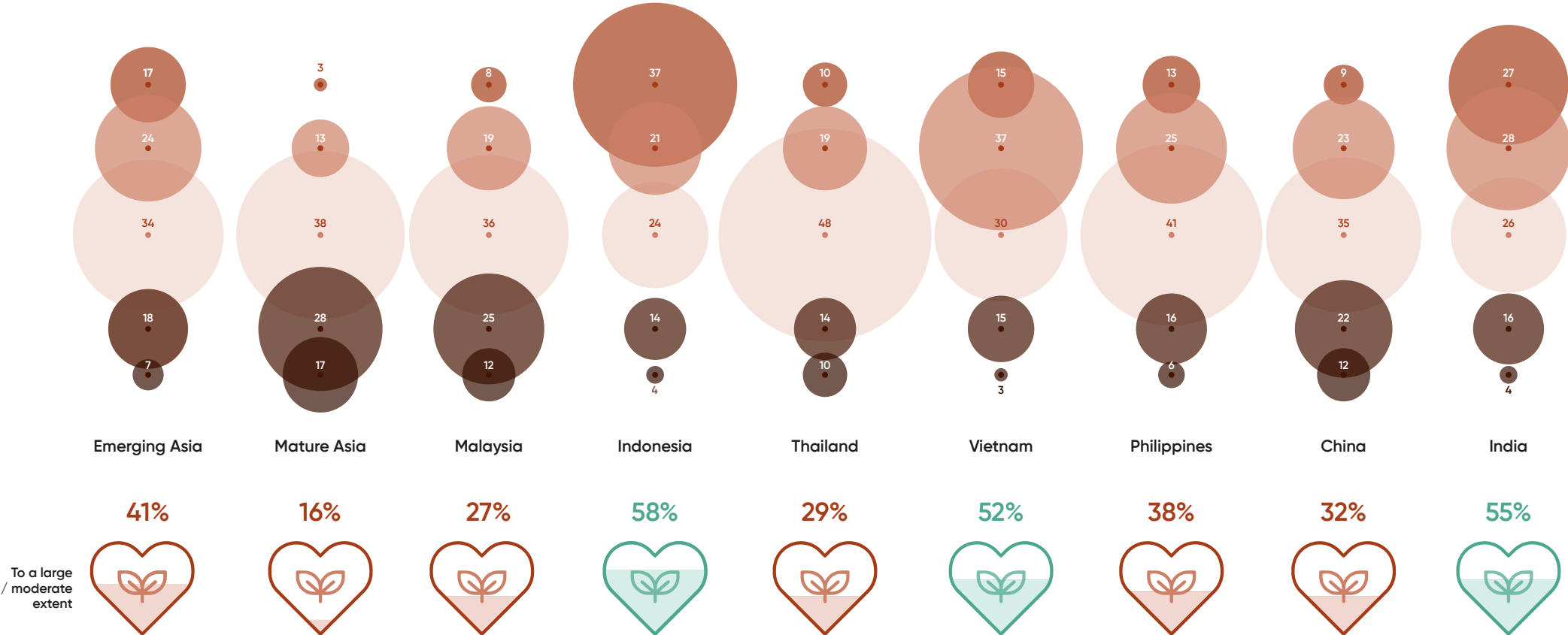
Sustainability plays a bigger role in choice of transport for middle-class Asians in emerging than in mature markets

Indonesia, Vietnam and India lead in this respect, and include sustainability more prominently in their transport decisions.

Impact of sustainability on choice of transport (%)

To what extent do sustainability and reduction of carbon footprint have an impact on your choice of transport?

● To a large extent ● To a moderate extent ● To some extent ● To a small extent ● Not at all



Base: Malaysia n=600, Indonesia n=600, Thailand n=600, Vietnam n=600, Philippines n=600, China n=1000, India n=1000, Emerging Asia n=5000, Mature Asia n=1500
 Note: Emerging Asia: MY, ID, TH, VN, PH, CN, IN, Mature Asia: HK, JP, KR

Testimonials

Middle-class consumer case study

Anand



India

Based in Madhya Pradesh, Anand is a 36-year-old engineer living with his wife, son, and parents. Thanks to his excellent academic record, Anand found a rewarding job as a government employee. Consequently, he believes that education is the key to the future. He believes that through education, children must be pushed out of their comfort zone and learn social behaviour, moral values, creativity, and problem-solving.

"We must prepare our children so they can face the world and overcome life's challenges with flying colors."





Nurturing disciplined financial habits for long-term security

Anand's middle-class upbringing taught him the value of savings and investments. For the past 10 years, he has recorded all his expenditure using an expense tracking app and is thrifty when prices and inflation increase. **"During those times, I actively cut back on luxury purchases and spend only on what is necessary."**

His family strictly follows and staunchly advocates the practice of allocating extra funds towards life insurance, medical coverage, and investments, such as SIPs (Systematic Investment Plan, a facility offered by Indian mutual funds to invest regularly). Every investment decision is taken carefully after thorough research, and policies are bought directly from companies rather than agents. He affirms, **"I regularly invest in the stock market and mutual funds as part of my future planning, specifically for my children's education and my retirement."**

Transparency is also key. All his family members know each other's insurance policies and investments. Two of Anand's friends retain copies of his and his family's insurance and investment documents for safekeeping in case of an emergency.



Sustainability and a green lifestyle go hand-in-hand with sharing economy

Wanting to be part of the solution, Anand prefers to rent self-driving cars rather than own a car. He also follows simple steps to reduce his daily carbon footprint. For example, walking or bike-sharing instead of driving, turning off the appliances when not in use, and minimizing the use of plastic. He strongly believes that electric vehicles and alternative fuel options are the way of the future, stating, **"My next vehicle will be an electric one because it is environment-friendly and certainly more affordable considering the rising petrol prices."**

The attitude of sustainability extends toward health and well-being too. Anand is careful about his and his family's diet and exercise. He chooses to spend on high-quality ingredients like naturally filtered oil and dedicate time to practice yoga or go for an hour-long swim daily. **"I follow a minimalistic lifestyle. I don't eat out or drink tea, coffee, or cold drinks. Good habits now will help us stay healthy even in old age."**

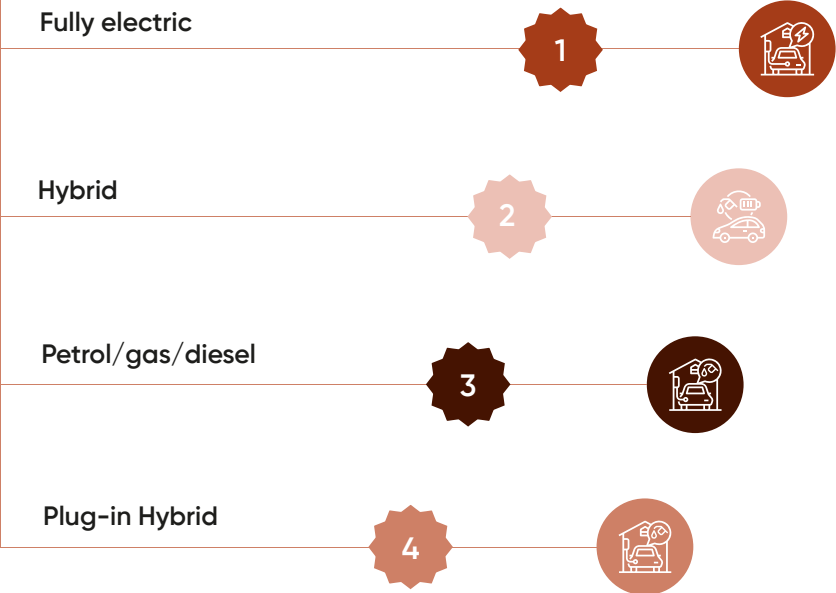
Sustainability conscious middle-class Asians prioritise EV for future purchase

Petrol is the third most popular type for sustainability conscious Emerging Asians.

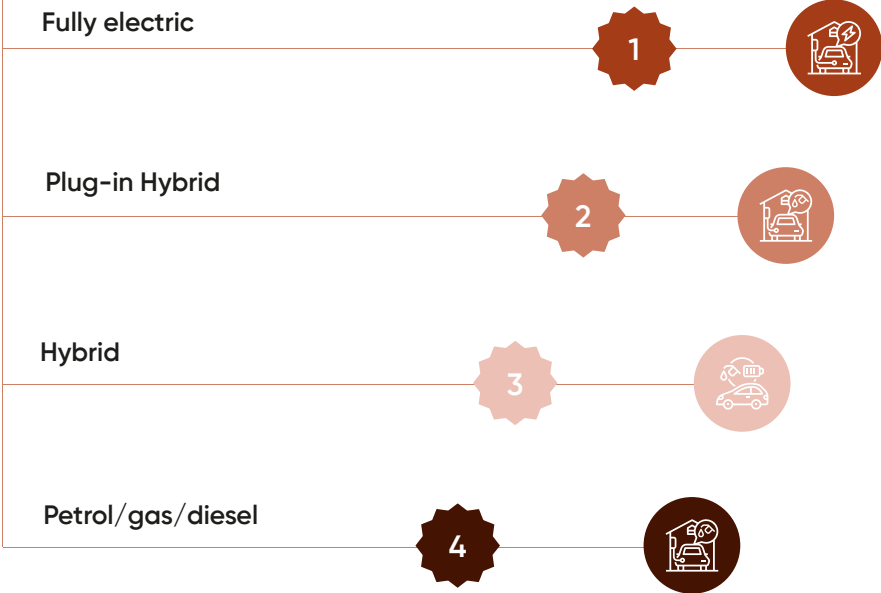
Ranking of type of vehicle for next purchase among sustainability conscious

Assuming you'd buy a new car in the next 12 months, please indicate the likelihood of you buying each of these vehicle types?

Emerging Asia



Mature Asia



Base: Consumers that claim to take sustainability into consideration when making transport decisions (to a large/ moderate extent), Emerging Asia n=2022, Mature Asia n=210
 Note: Emerging Asia: MY, ID, TH, VN, PH, CN, IN, Mature Asia: HK, JP, KR

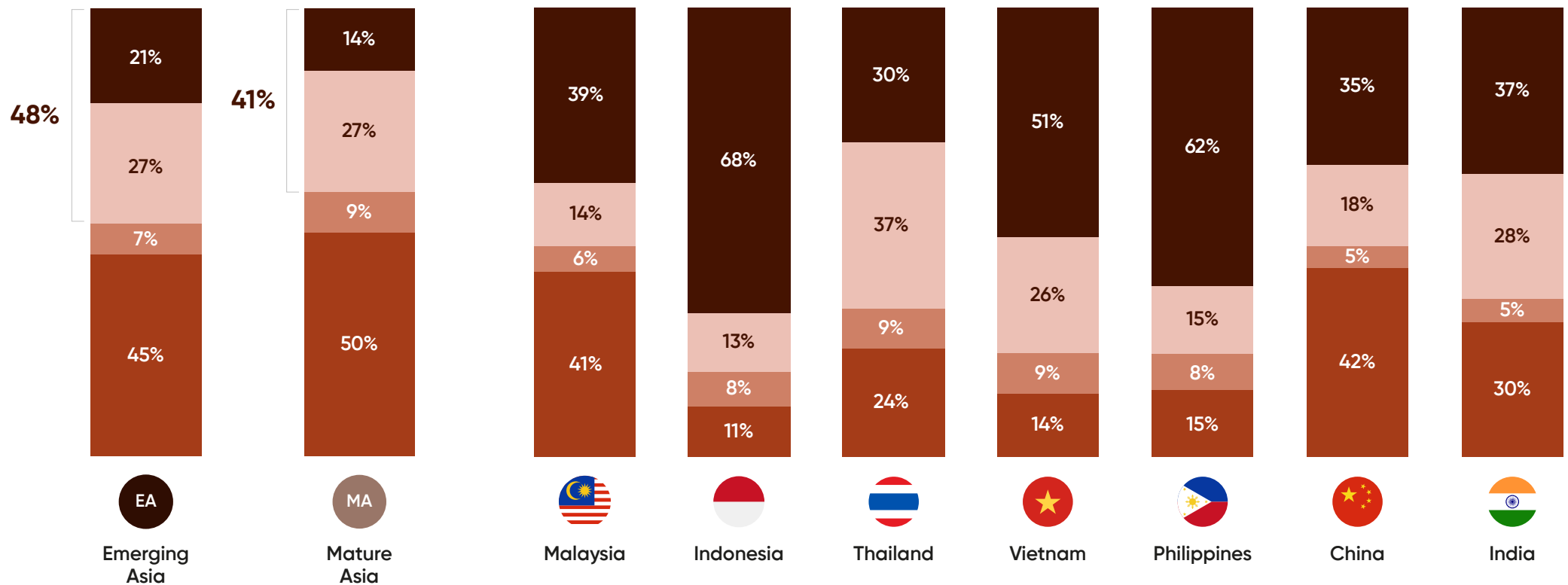
Many middle-class Asians have a strong emotional bond with their car

Many car owners love driving or see car as symbol of success – more so in Emerging Asia than in Mature Asia where it’s a more utilitarian bond. Indonesia and the Philippines have the highest proportions of “Car lovers by heart”.

Attitude towards cars

Please select the statement that describes you best. Please select one.

- Car lovers by heart:** ● I owe a car because it’s a symbol of success ● I love driving and cannot live without my car
- Utilitarian – open to use less:** ● I am willing to give up my car and travel via public transport in the next decade ● I like driving but do not mind using public transport when possible to reduce pollution



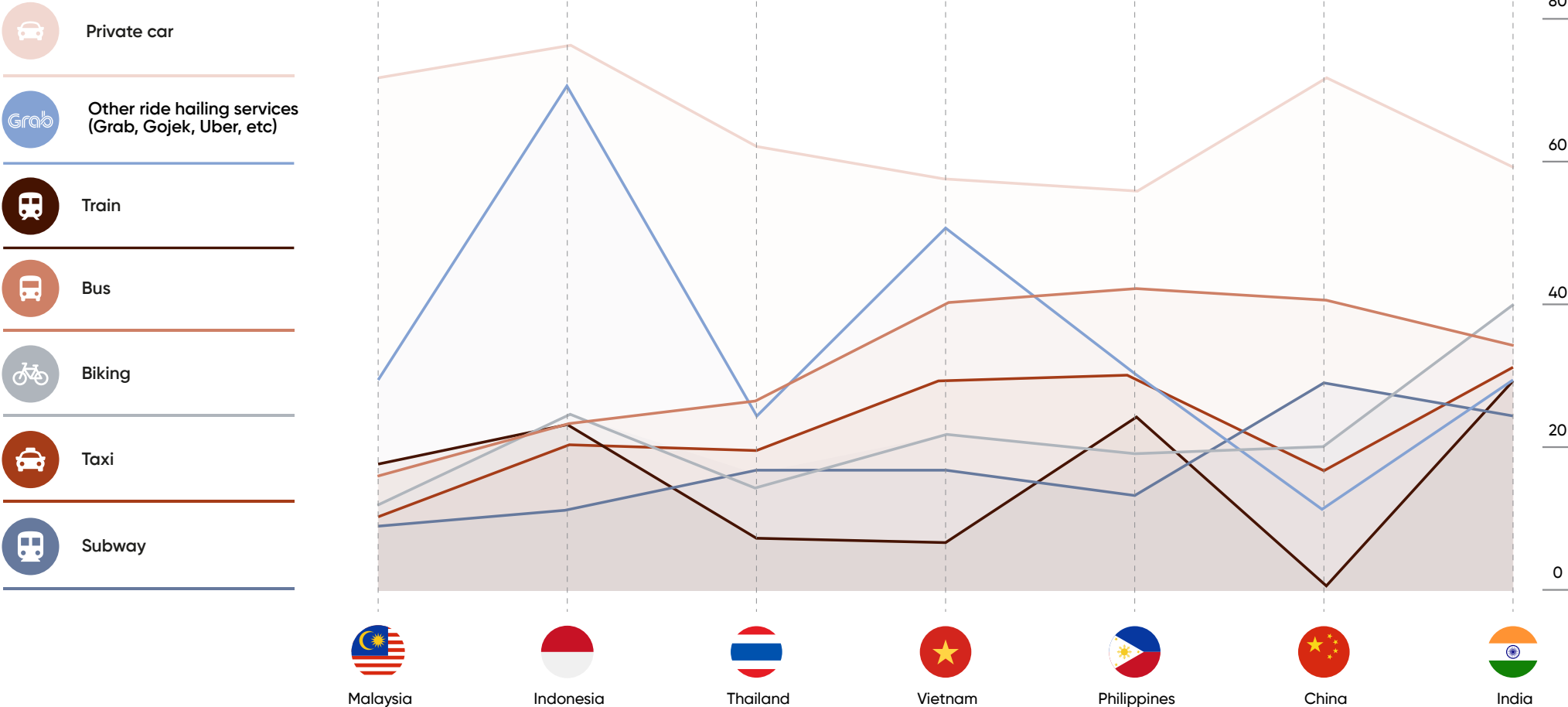
Base: Emerging Asia n=5000, Mature Asia n=1500, Malaysia n=600, Indonesia n=600, Thailand n=600, Vietnam n=600, Philippines n=600, China n=1000, India n=1000
 Note: Emerging Asia: MY, ID, TH, VN, PH, CN, IN, Mature Asia: HK, JP, KR

Growth of modern ride hailing services is witnessed in Indonesia and Vietnam, though private car is main mode of transportation for the middle-class

Indians spent the most time commuting and are more likely to use train and taxi than other nationalities. China has the shortest average commute time.

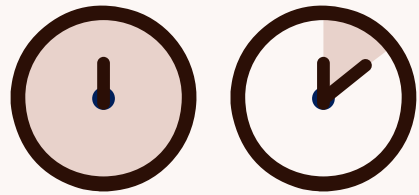
Mode of transport for work

Which form/s of local transportation did you mostly use for your commute to/from work in the past 6 months?



Time spent on commute

How long was your normal total daily commute in the past 6 months (count both ways, i.e. to and from work or school)?



On average

1 hr. 9 mins

is spent every day on commuting for work/school



More Emerging middle-class Asians are open to the "sharing economy" with about one third willing to share across most tested areas

China and India show highest readiness for the Sharing Economy among emerging Asian middle-class

Preference for sharing economy

How interested are you in the following subscription-based services compared to owning the relevant device yourself?

