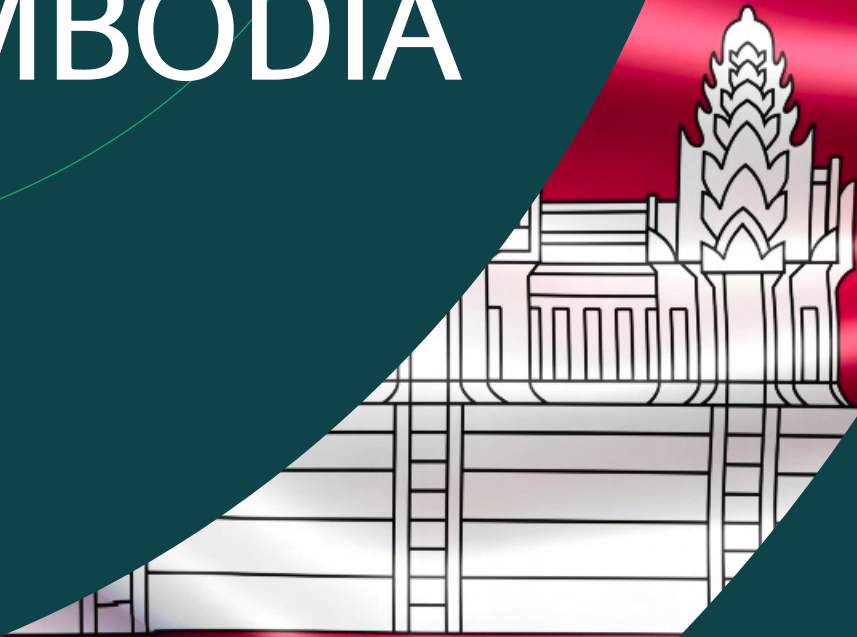


STANDARD INSIGHTS



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confluences

Consumer Report 2023 CAMBODIA



Introduction



The Voice of Cambodian Consumers

We are delighted to present The Consumer Report Cambodia 2023, an annual publication that provides an in-depth analysis of the perspectives and preferences of the Cambodian consumer population, representative of the nation as a whole.

In collaboration with Confluences, a local agency, Standard Insights conducted an extensive survey in January 2023, gathering the views of over 1,000 respondents on a wide range of industries and topics.

This report provides valuable insights into the behaviours and preferences of the

Cambodian consumer, offering a nuanced perspective on the local market. It also includes analysis and feedback from local industry experts, making it an essential resource for companies seeking to develop effective strategies and communication tailored to the Cambodian market.

We believe that this report will be instrumental in helping companies to better understand the local population and market, enabling them to make informed decisions that drive growth and innovation.

About Standard Insights

Standard Insights helps organizations access better and faster consumer insights so they can make informed decisions about their products and brand.

Instead of relying on consumer panels, they use an innovative methodology to market research that caters to the dynamic needs of decision-makers. By combining artificial intelligence and cutting-edge advertising technology, they can reach authentic respondents that align with your target audience.

Standard Insights has a proven track record of delivering market research services in Cambodia, Southeast Asia, and worldwide. Contact us today to harness the power of consumer intelligence and gain the insights you need to thrive in your business endeavours.



Scan here to find out more on [Standard Insights](#)

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In Cambodia, there is limited data on the market. Additionally, much of it is not current or up-to-date. With the 2023 Consumer Report, we wanted to provide data that is easily accessible and actionable for both those in Cambodian management positions and for people looking to enter Cambodia's market.

What we provide here is the representative opinion of the population on many topics and industries. To make it even more actionable, we partnered with Confluences, a local, prestigious consulting agency that adds a valuable extra layer of local knowledge and expertise.



Florian Gaudel

Founder & CEO

@ Standard Insights



About Confluences

At Confluences, we have been driving companies and investors' expansion across Cambodia and ASEAN since 2015.

Confluences is a prominent Cambodian-based enterprise which has specialised in successfully assisting foreign businesses to enter the local market and grow since 2015. With an experienced local and international team of professionals, they use their vast network within private institutions and the government to seamlessly establish clients' presence in the local ecosystem and help accelerate their client's geographical footprint through a suite of cost-efficient solutions. As a catalyst for Cambodian and ASEAN opportunities, they have reliable expertise which enables companies and investors across a range of sectors to enhance their development within Southeast Asia, while also advising and supporting investments and partnerships throughout the region.



Scan here to find out more on [Confluences](#)

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As a market entry specialist firm, Confluences aims to accompany corporations and entrepreneurs on their first steps into the Cambodian market in the most efficient way possible. Intel and data gathering are key to our work, and key to the future success of our projects.

Partnering with regional market research leading firm Standard Insights, we provide our community of clients and partners, but also the general audience, with an up-to-date overview of Cambodian consumers in the country's primary and key growth sectors.



Soreasmey Ke Bin

Founder & CEO

@confluences



Cambodia Country Overview

Cambodia is a vibrant Southeast Asian country located in the Mekong region. Cambodia's culture has been shaped by centuries of complex history, blending elements of Indian, Chinese, and French cultures. The people are friendly and welcoming, with a strong sense of pride in their country's rich cultural heritage. The country is home to an incredible array of temples, monuments, and other cultural sites. The world-famous Angkor Wat temple complex in Siem Reap province is the largest religious monument in the world and a must-visit for any traveller.

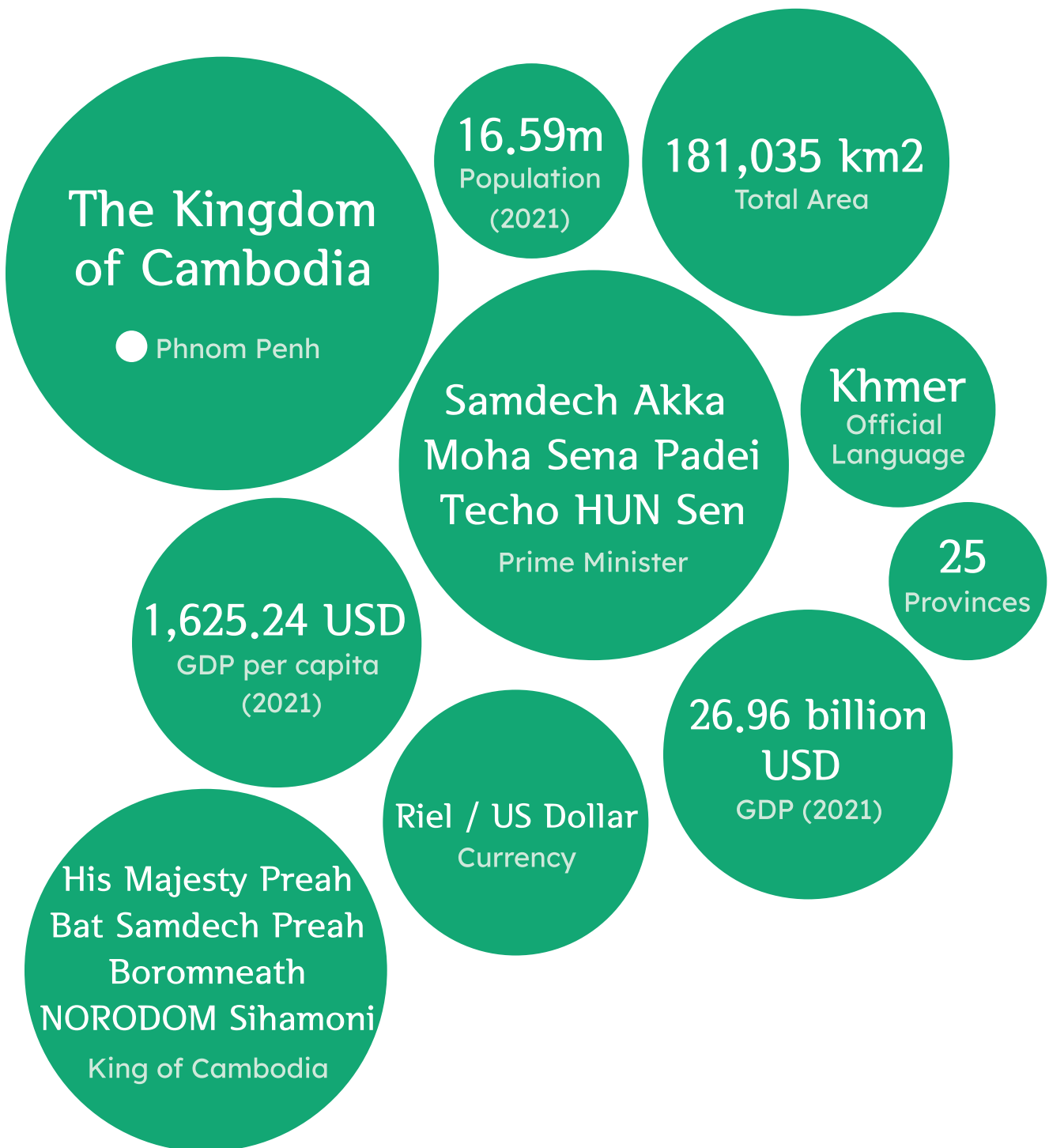


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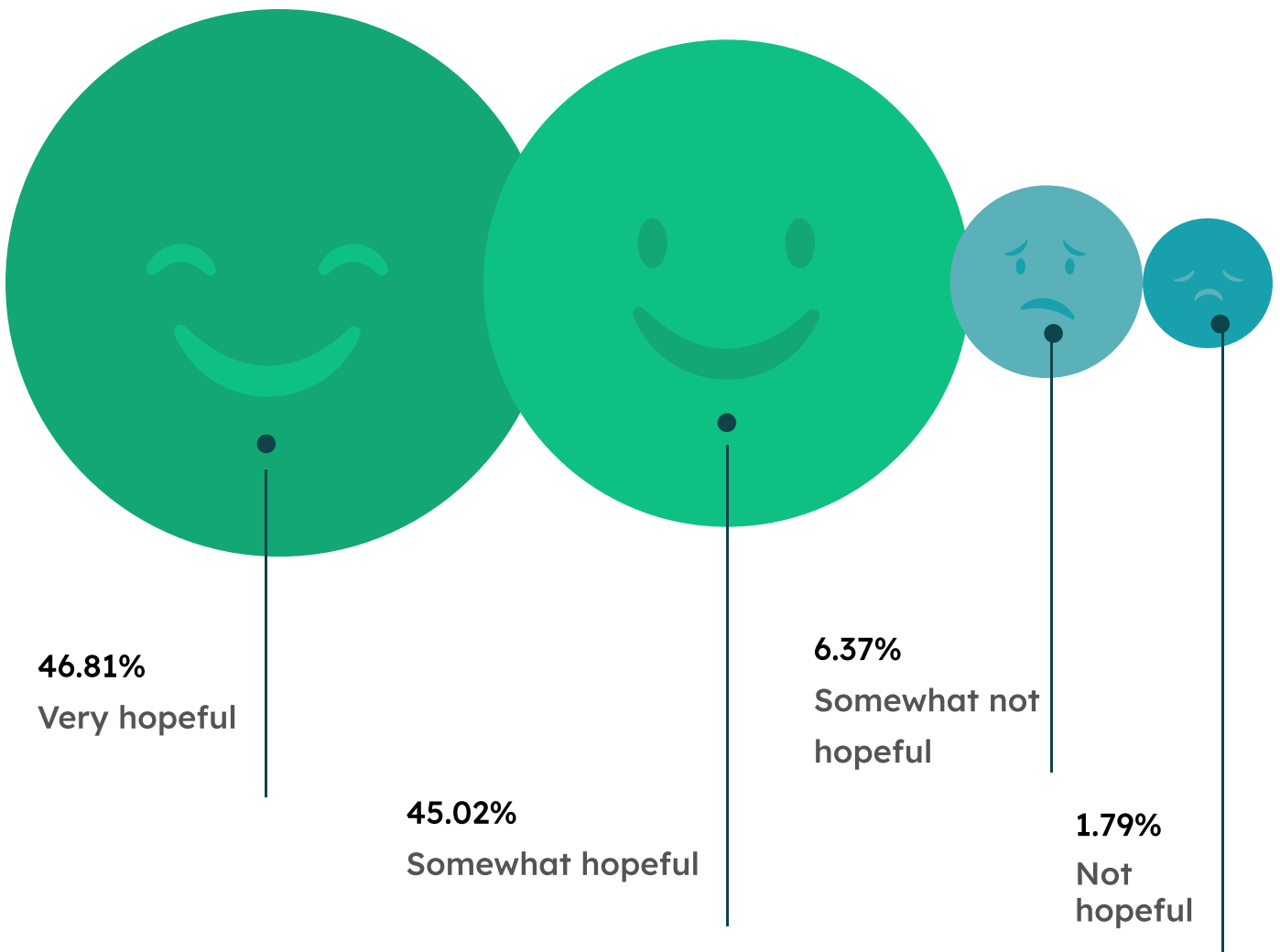
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1.Society

How do Cambodians feel lately?

The Cambodian population has been feeling positive lately. 69.71% of them have expressed positive attitudes, and an incredible 91.83% of them are hopeful about their future! This dramatic contrast in sentiments [compared to last year](#) can be attributed to reduced fear triggered by the COVID-19 pandemic which previously left people drained and uncertain about what lay ahead. Now, they are offered a more enthusiastic outlook!

Fig 1. To What extent are you hopeful for your future?



How does inflation impact Cambodians' future outlook?

There's a feeling of optimism in the air! Close to half of Cambodians are very confident that their government is moving economic policy in the right direction. Despite this conviction, the financial situation has remained a challenge. Since 2017, Cambodians have faced a rise in the cost of living due to an increase in fuel costs and volatile exchange rates. A staggering 71.35% are very concerned about escalating prices as many households are struggling to make ends meet.

Consequently, the recent inflation in Cambodia has had a far-reaching and devastating effect on the population. This has caused serious financial insecurity as reported by 68.73% of Cambodians who anticipate a decline in their purchasing power in 2023. Many Cambodians are already feeling the pinch when it comes to purchasing necessities such as food and clothing. For those with fixed incomes, this puts them in a difficult spot as they may have to reallocate their budget and cut back on nonessential purchases.

Fig 2. Consumer impact on inflation

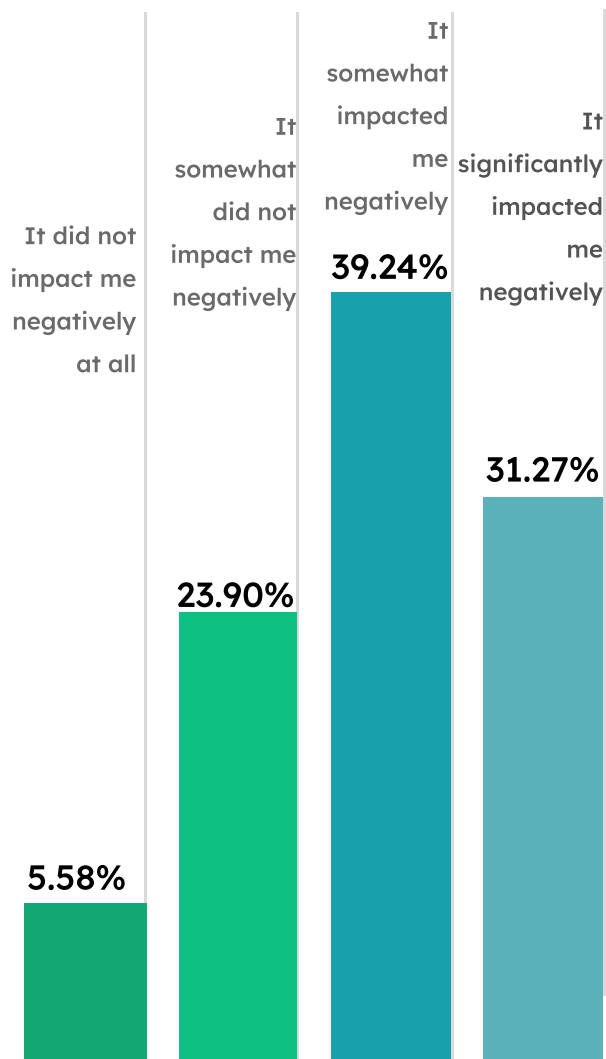
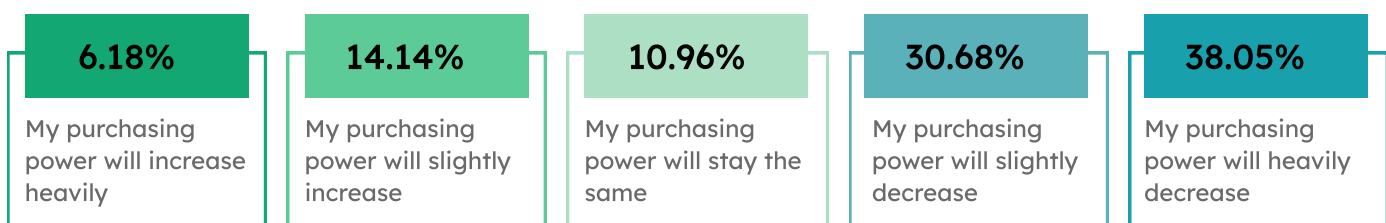


Fig 3. Purchasing Power



Scan here to learn more about [Cambodians' Soaring Concern Over Inflation in the Country.](#)

Environment & Sustainability

Cambodia is a flourishing nation, yet numerous issues still need to be addressed. Poverty, Inclusive Security & Justice, and Healthcare lie at the forefront of local concerns.

Fig 4. Sustainability-driven actions

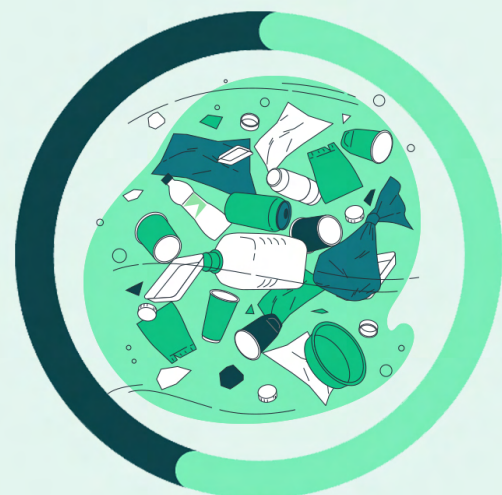


The environment is also becoming an essential part of the collective consciousness, inspiring many people to live more sustainably. As proof, about 40% of those surveyed are taking steps toward eco-friendly lifestyles by purchasing items that contribute to environmental conservation.

While these activities may not be available to everyone, it's apparent that older generations are displaying an increased financial dedication toward eco-friendly efforts like boycotting non-ecological companies and buying local items.

Furthermore, citizens are often incentivized to be more earth-friendly due to the direct financial benefit of practices like improving their transportation, recycling water, and cutting back on energy use.

But the most crucial eco-conscious attitude for Cambodians is reducing food waste.



56.36%

of Cambodians avoided food waste the most in the previous month as their most sustainable measure.



In 2019, Cambodia launched a [2-year project](#) to uncover methods of reducing environmental degradation and waste buildup and expanding access to cost-efficient renewable energy sources.

The project was funded by Sweden with technical help from the UN Development Program. With this new opportunity, citizens can look forward to an environment that will support sustainable growth through conservation efforts and green electricity solutions.

Who is responsible?

Cambodians believe that their own actions are as important as the ones of companies. In fact, around 50% of the population mentioned being ready to spend more money on sustainable products.

Clara NOUTH

Apsara Media Services (AMS)

Clara Nouth has extensive knowledge of economic, social and regulatory issues. With more than 10 years of experience in management, Clara is highly skilled in communications and business management, such as planning management, hospitality, media production and design. She is currently the Executive Director of Apsara Media Services (AMS) which is a multimedia television channel aiming to compete with leading online platforms.



Scan here to visit <https://ams.com.kh/>

There is a growing recognition that environmental challenges are interrelated with other economic and social aspects. Due to population growth, urban development, and changing consumption trends, there has been a significant increase in the amount of waste being produced which has become a huge challenge, especially in big cities. Cambodia continues on its path to becoming a high-middle-income country and the private sector is playing an increasingly important role in investing in solutions to address climate change.

I like the quote, “We may speak different languages and have different ways and ideas, but we all share one planet.” By taking small actions, we can help make real change. People are becoming more aware of the need to rethink how we live, as well as the role each of us can play to bring about a positive change. The key is to increase efforts to educate, promote and empower people so that they can take action and make smarter choices regarding the environment.

The younger generations are more concerned about sustainability issues due to their higher level of education and awareness (via social media, for example) and are aware of the way we produce, consume and more broadly interact with nature and our resources.

Local communities, businesses, and government institutions are paying more attention to issues of waste management and sustainable solutions while more local restaurants are committed to finding ways to avoid single-use plastics. Change is happening.

Situated in the middle of the Greater Mekong Sub-region (GMS), the country is endowed with water, wind and solar resources that have not been exploited to generate electricity for industry or household consumption.

Cambodia's electricity demand has grown very quickly, and I think the diversification of power sources is a critical issue for Cambodia to expand the rate of electrification and increase the electricity supply.

Dimitri NAUWELAERTS

ADD (Asia Data Destruction)

Asia Data Destruction (ADD) is involved in collecting and managing electronic waste. They help companies and individuals securely dispose of their IT equipment to avoid hazardous waste ending up in landfills. ADD stores and downstream electronic components (from IT equipment) to recycling facilities. Before recycling, they aim to retrieve value from these devices by refurbishing and reselling these assets on the second-hand market. This way they can extend the lifecycle of IT equipment, further reducing the carbon footprint and waste in the ICT industry.



Scan here to visit <https://asiadatadestruction.com/>

In Cambodia, we can observe a real interest and an increasing awareness of environmental issues which have a direct visible impact on the environment, such as waste, pollution, and deforestation. Even though it might only be a small percentage, many foreign-owned companies are investing in better sustainable manufacturing processes. These include factories using renewable energy, and innovative waste management systems like waste-to-energy.

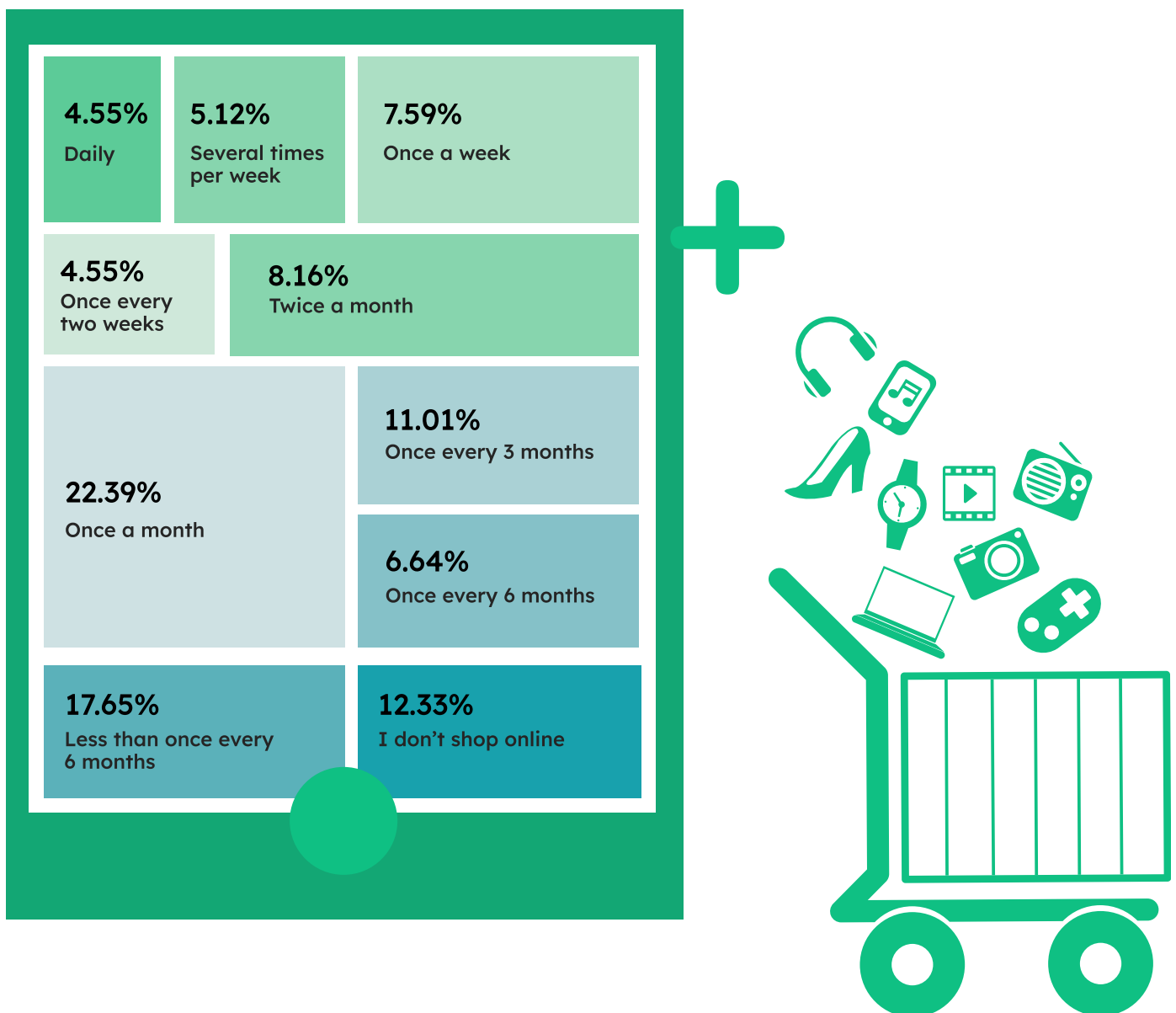
The younger generation is getting more conscious about the influence they can/will have on their communities and businesses. They're more actively involved in dealing with these issues and slowly shifting mindsets by understanding the need for change. Even though their purchasing power is currently limited, I expect an important change in consumer behavior in the coming years.

2.eCommerce

Online Shopping Penetration

Like in most Southeast Asian countries, online shopping has become increasingly popular in Cambodia, with more and more people turning to the internet for their shopping needs. In fact, more than a quarter of Cambodians (29.97%) have reported engaging in online shopping multiple times per month, with a significant portion residing in major cities such as Phnom Penh. However, it is still way less frequent than its Southeast Asian neighbors Thailand (46.57%) or Vietnam (51.47%).

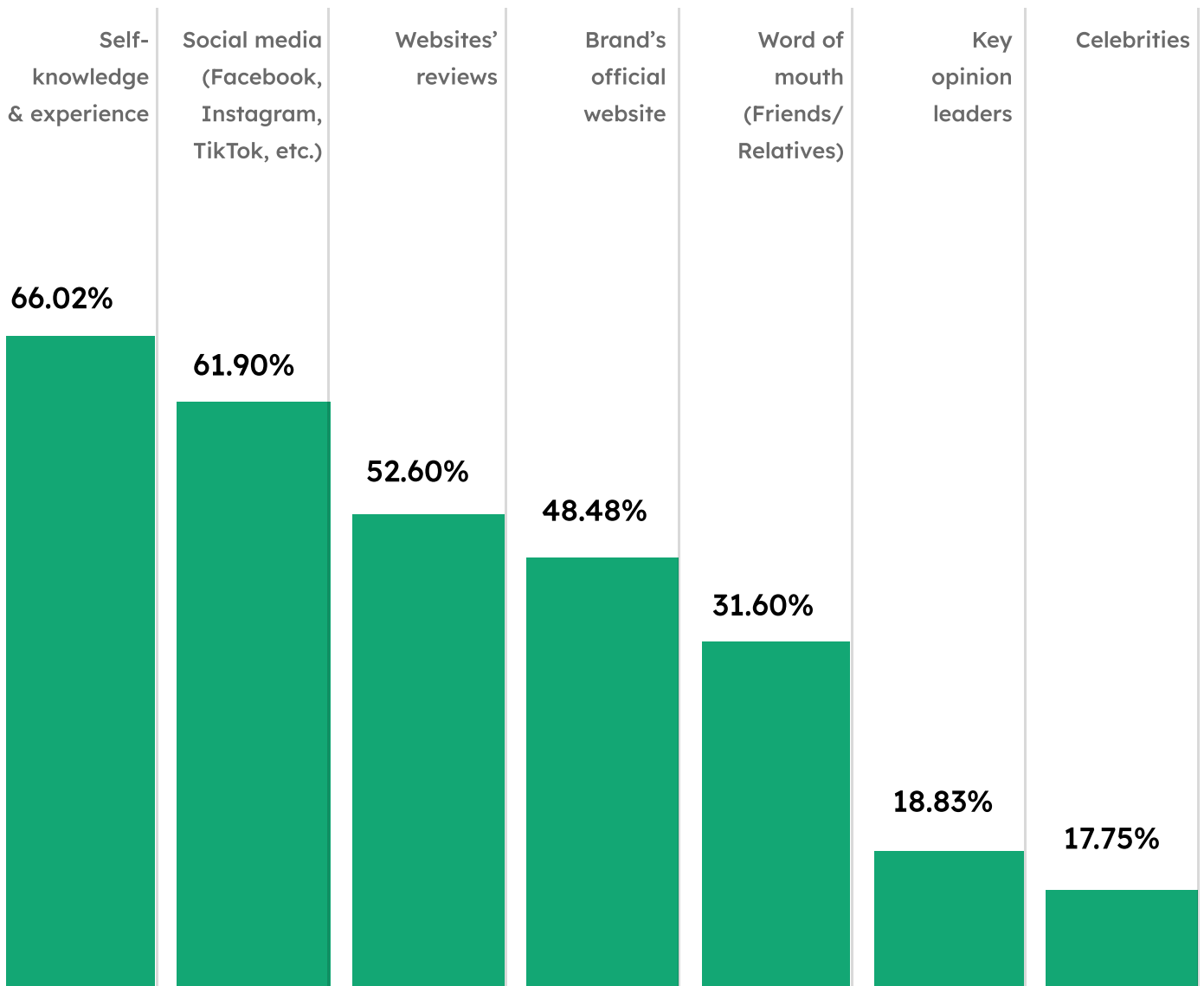
Fig 5. Online shopping frequency of Cambodians



Online Shopping Behaviour

Cambodian consumers rely heavily on their existing knowledge of products when making purchasing decisions, typically choosing items they are already familiar with (66.02%). Not far, Social Media is also a popular source of information that enables users to discover newer and more innovative products.

Fig 6. Most influential sources of information



Social media has also rapidly taken over e-commerce websites in Cambodia, as the customer journey is still too complicated for many sellers to keep up with the broken processes of multiple applications. Currently, many local shops are promoting their

services using social media and a few local marketplaces, such as Khmer 24. They reach out to customers through messaging applications for further inquiries and complete the transaction either via wire/wallet transfer or cash on delivery.

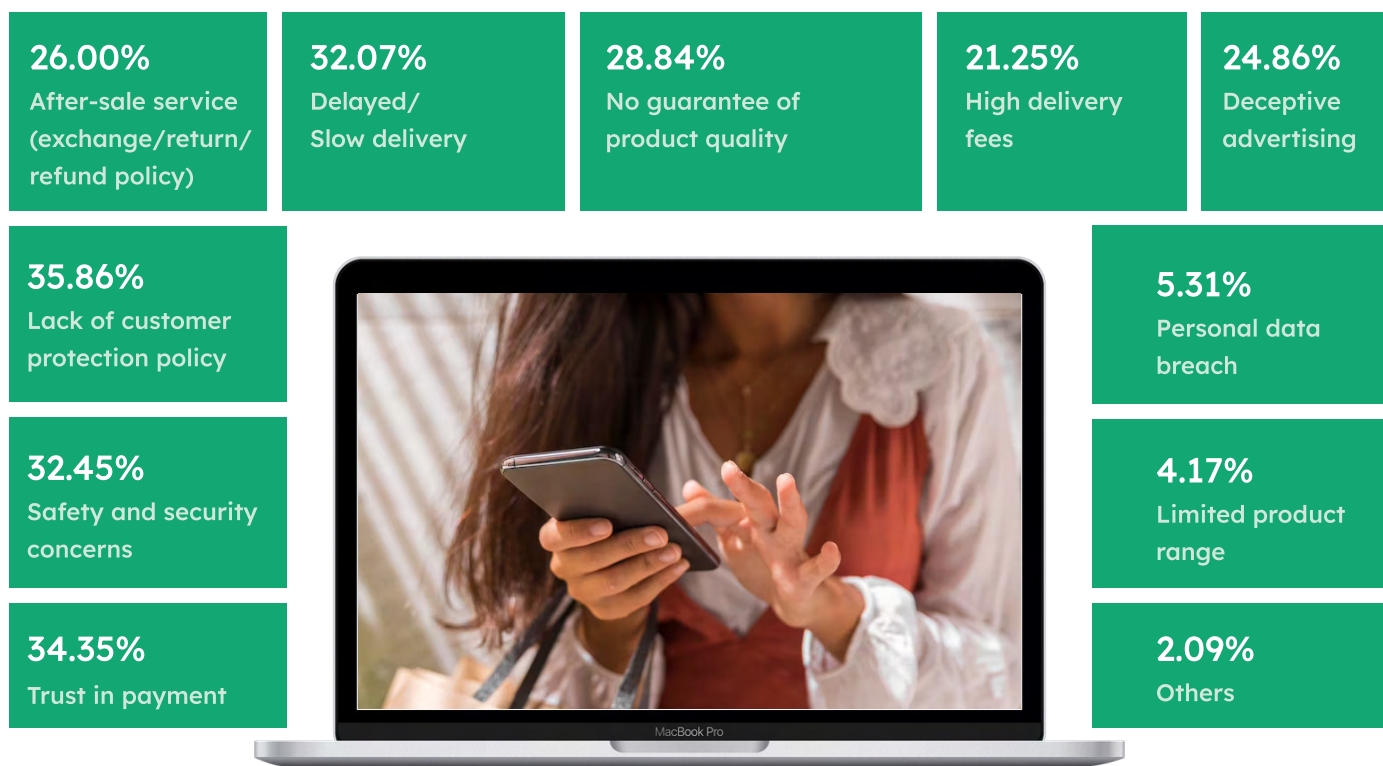
A recent **VISA study** has found that 32% of Cambodians plan to stop using cash following the COVID-19 pandemic. It also found that since the pandemic, cash usage dropped 22% in the past year. Furthermore, the pandemic has

also accelerated the adoption of digital payments, especially QR codes and e-wallets, among Cambodian consumers as they believe going cashless will make society more hygienic, efficient and environmentally friendly.

E-Commerce Challenges in Cambodia

The e-commerce environment in Cambodia falls short due to many factors like defective infrastructure, payment trust issues, and the lack of online marketplace giants. Furthermore, delivery is heavily dependent on private delivery services such as DHL, UPS, Grab, Kerry Express, and J&T. It is hardly surprising that several of these constraints are among the top challenges encountered by many Cambodian customers.

Fig 7. Main challenges for online shopping

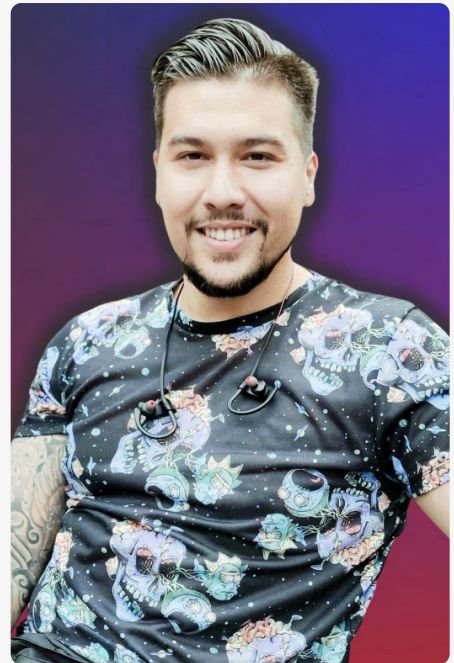


Notably, A major concern for many is the lack of buyer protection, as this makes it harder for local businesses to offer a refund or product return. This difficulty becomes all the more palpable when dealing with imported products from sources such as Alibaba.

His Highness Prince NORODOM Ithyvan

Gecko Digitech

Gecko Digitech is a specialised technology solutions company with a strong focus on bespoke services. Their mission is to provide tailored solutions that meet the unique needs of their clients by combining French and Cambodian expertise. The team comprises highly skilled developers and project management experts who collaborate closely with clients to deliver innovative, customised solutions. Their expertise spans various domains and Gecko Digitech is driven to make a positive difference in Cambodia's technology landscape.



Scan here to visit <https://gecko-digitech.com/>

Since the COVID-19 pandemic, there has been a growing reliance on e-commerce and online shopping.

Some of the key trend changes that can be observed in Cambodia's buying habits since COVID-19, include increased online shopping as more Cambodians used platforms for their daily needs. This trend is likely to continue as consumers become more comfortable ordering online.

There has also been growth in the use of digital payments as online shopping has become more prevalent and Cambodians have shifted their focus towards purchasing other essential items such as groceries, medicine, and hygiene products.

Finally, there has been an increased popularity of using food delivery services as there are now more options for Cambodians to order food online.

Overall, the pandemic accelerated the shift towards e-commerce and online shopping in Cambodia.

In recent years, social media has been the primary source of marketing and e-commerce sales in Cambodia.

Platforms like Facebook, Instagram, and YouTube have been widely used by businesses to promote their products and reach customers. These platforms have allowed businesses to target specific audiences, and have given consumers easy access to products and services, leading to an increase in online sales.

I agree that social media will likely remain the top channel for marketing and e-commerce sales in Cambodia with its widespread use and popularity. Platforms like Facebook, Instagram, and TikTok have become an essential tool for businesses to reach their target audience.

TikTok, in particular, has seen enormous growth in the region and has become a significant player in the social media landscape. The short-form video format has proven to be highly engaging for users and has provided businesses with a new avenue to showcase their products and services. TikTok's popularity has further reinforced the position of social media as a critical channel for customer acquisition in the region. However, other channels of marketing and e-commerce are gaining popularity in Cambodia.

Online marketplaces like Shopee, Lazada, and Alibaba have been expanding their reach in the country, providing consumers with a wider range of products and services. Mobile apps have also gained popularity, with businesses creating their own apps to promote their products and offer exclusive deals to their customers.

There is also the potential for major regional players to enter the Cambodian market and establish recognised platforms. With the growth of e-commerce in Southeast Asia, the likes of Amazon and Alibaba could see an opportunity to expand their business in Cambodia and provide consumers with even more options.

It's important to note that the e-commerce landscape in Cambodia is rapidly evolving, and there is a growing number of alternative channels available for businesses to reach their customers. Online marketplaces and mobile apps are gaining popularity and the entry of major regional players could significantly impact the e-commerce market in the country.

Clément BARBIER

Business Development Manager - Omniscia

Clément works for a cybersecurity company Omniscia which specialises in smart contract auditing. This consists of reviewing the codebase of a decentralised network or application to detect loopholes that could be exploited by a hacker. Apart from his job, he is the Vice-President of La French Tech Phnom Penh, an association whose main goal is to encourage IT French companies to enter the country.



Scan here to visit <https://omniscia.io/>



In my opinion, buyer protection for online shopping is proportionate to the size of the market. E-commerce and consumer protection laws were enacted in 2019 but the market has not yet scaled enough to see a strict application of those laws. Many businesses practicing e-commerce (click-and-collect, delivery through Grab Express or other methods) are often small or not even registered and they manage to get by, by circumventing the laws.

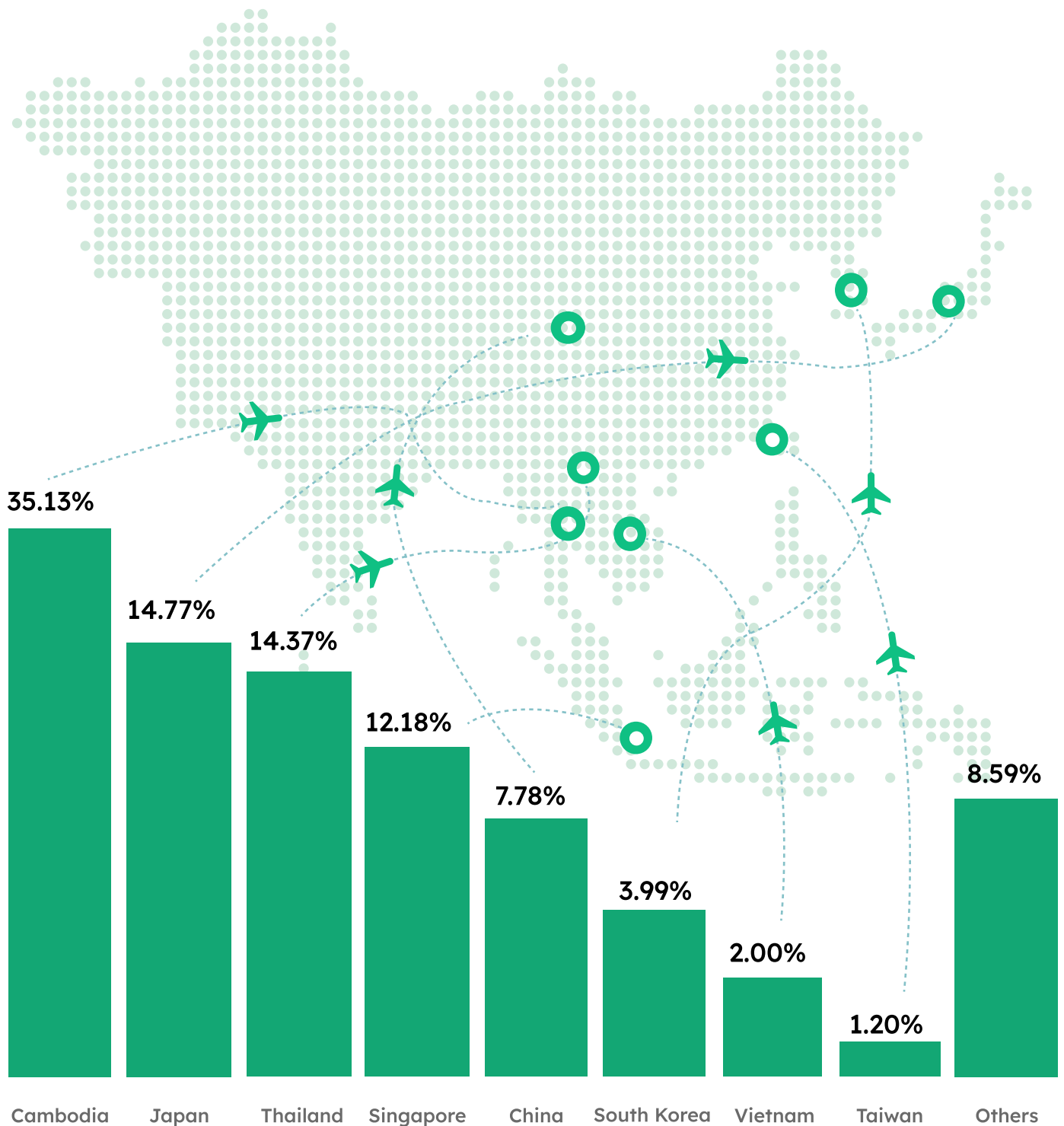
The e-commerce sector is definitely on an upward trend in Cambodia. The pandemic spawned the adoption of e-commerce platforms and Cambodians are becoming increasingly computer-savvy, especially among the older generations since online shopping was already used among the younger generations. The e-commerce landscape will become more competitive over time, however, I think this will only last as long as providers remain customer-centric. We can expect to see a big pump in platforms entering the market followed by a dump as the market experiences a skimming effect.

Brick-and-mortar shops will always be here and I wouldn't necessarily say that e-commerce adoption has been particularly quick or wide scale as Cambodians and Westerners still visit stores more than they order online. Several challenges impede mass adoption of online shopping in Cambodia and logistics is one of them. Many people live in neighbourhoods with no reliable addresses for delivery drivers to easily find them and mailboxes are absent nationally, so delivery safety is a concern - which is why click-and-collect is currently more suitable. A functioning and reliable postal service, as well as a system of addresses, would definitely accelerate the adoption of online shopping and Cambodia still has a large percentage of unbanked people, so financial inclusion would foster online shopping nationwide.

3.Travel & Tourism

Where are Cambodians willing to travel?

Fig 8. Ideal travel destination in Asia



Cambodians are incredibly proud of their country and culture, something that is made abundantly clear when you ask natives about it. Most travellers find it highly rewarding to explore the wonders of their own country (35.13%), especially those living in rural areas who have family ties and connections around the nation. Vietnam and Indonesia were the only two Asian regions surveyed that followed a similar pattern.



For those who are daring at heart, Japan (14.77%), Thailand (14.37%), Singapore (12.18%), and China (7.78%) remain the next go-to places. Different factors such as their closeness to Cambodia, simpler entry procedures, abundant business prospects, and discounted tickets from national airlines make them particularly attractive destinations.

Getting ready to travel?

It may take some time for outbound travel to return to pre-pandemic levels as many Cambodians remain apprehensive about the safety and health risks (65.54%) associated with international trips. Other top real worries are the escalating costs of travel (35.06%) and the complexities in navigating international regulations (16.33%). With patience and effective communication, these anxieties will be reduced. In fact, in border countries such as Vietnam and Thailand, the majority are already feeling safe travelling abroad.

Fig 9. Biggest worry about travel in 2023



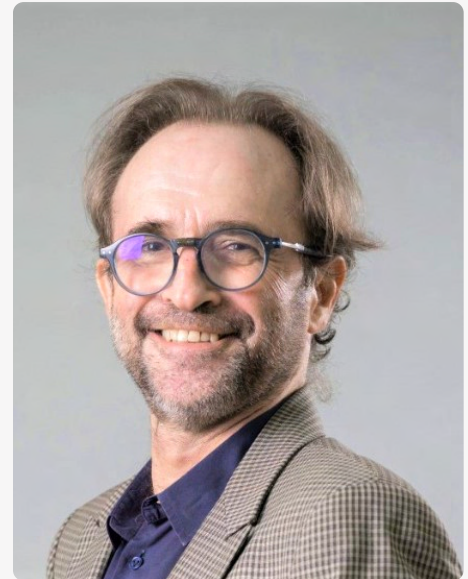
In the meantime, Cambodians continue to embrace local travel and explore more of their beautiful homeland. The country is home to stunning tropical islands, beach resorts, dense jungles, and Buddhist temples full of history and culture that are begging to be discovered.

Jacques GUICHANDUT

All Dreams

Founded in 2013 by 3 Cambodians and 1 Frenchman, ADC is dedicated to individual, group, luxury, MICE & Incentive travel arrangements from large-scale to unique tailor-made programs focusing on Cambodia as a single destination.

They take the impact the tourism industry has on the environment very seriously and have been advocating for change. They are committed to respecting the communities and reducing their carbon footprint to contribute to making Cambodia a better place.



Scan here to visit <http://www.alldreamscambodia.com/>

Asian destinations such as Thailand, Bali (Indonesia) and even Japan are popular with Cambodians. Even South Korea, as there is a lot of pop culture influence on Cambodians.

Especially among the younger Cambodian generation, we have seen some changes in travel habits as they increasingly are seeking an ecotourism experience and being surrounded by nature, whereas Cambodian families might prefer a private villa getaway.

We feel that launching campaigns with popular brands attached as sponsors offering prizes to be won could help boost local tourism. We have seen the growth of international tourism in Q1 2023 and we hope this continues buoyed by a return to pre-COVID levels within a couple of years.

Cambodia is also benefiting from major sporting events and is trying to showcase itself to the international markets so there is still untapped potential.

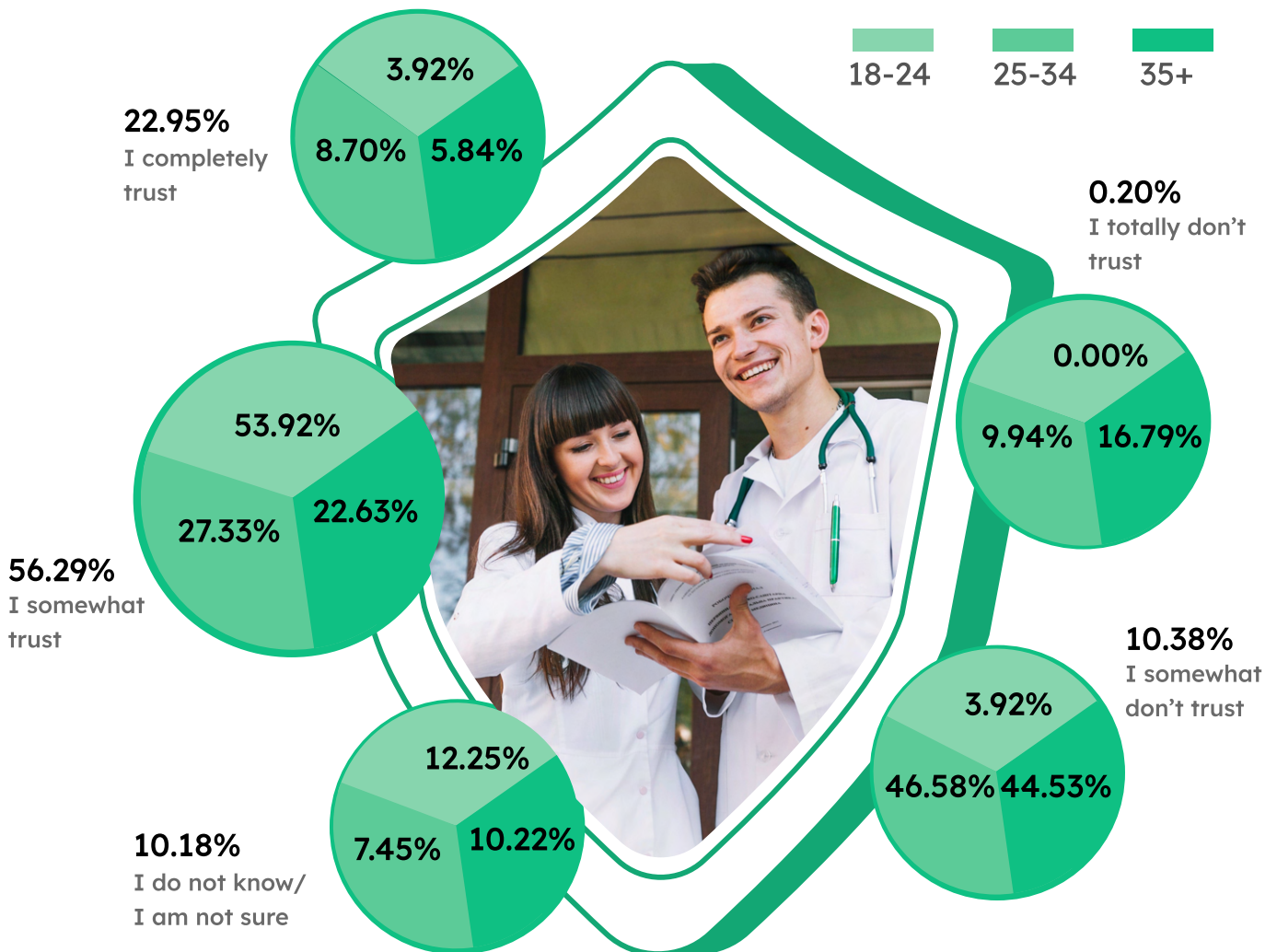
4. Health & Wellness

Health-Related Challenges in Cambodia

Cambodia faces many health-related challenges that affect its citizens. As tropical diseases are widespread in the country, they cause grave repercussions and often compound poverty-related issues such as restricted access to medical care.

Unfortunately, not only do individuals aged 25+ tend to be sceptical of medical establishments but additionally, around half the population (49.1%) fail to get an annual check-up. On the brighter side of things, it appears that the younger generation below 25 (57.84%) is beginning to feel more secure in these types of institutions.

Fig 10. Trust in health institutions



The COVID-19 pandemic has pushed the industry into a new realm of digitalization, with nearly 40% of people having already tried online consultations. However, the drug market remains largely traditional, and most individuals are still purchasing their medicines from physical locations (96.21%).

Fig 11. Online health consultation trial

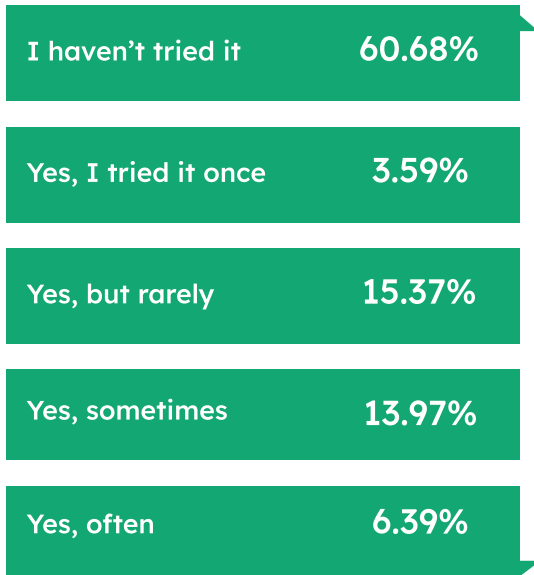
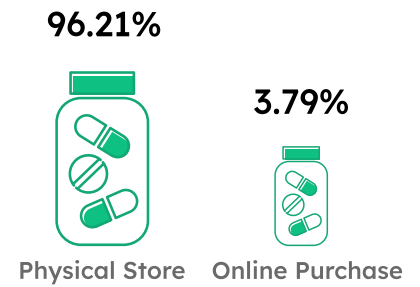


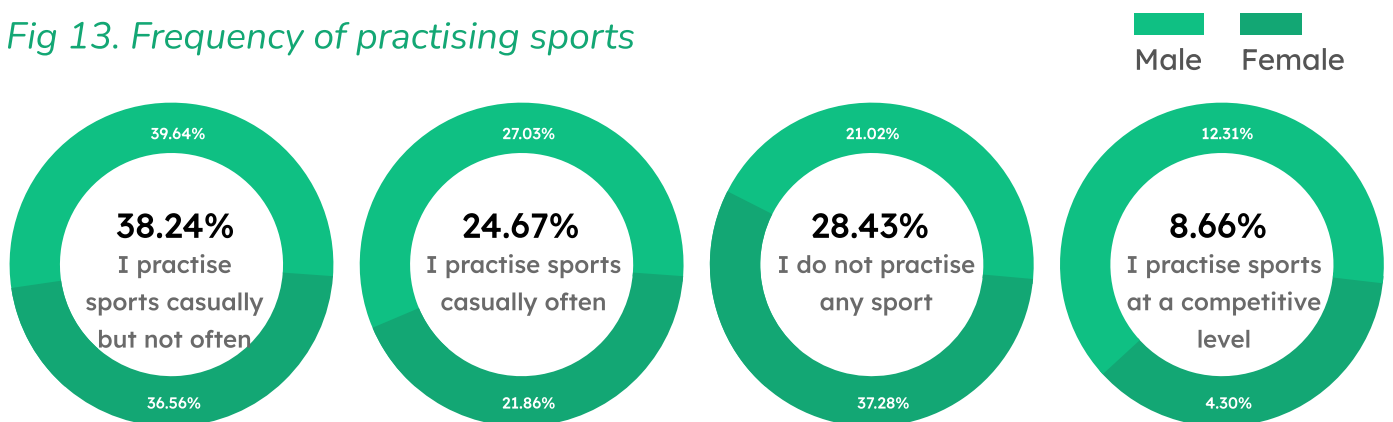
Fig 12. Way to purchase prescribed medicines



Cambodians and Health: Staying Balanced

The majority of Cambodians assess their health and fitness as a balance between healthy and unhealthy days. Nonetheless, they demonstrate dedicated commitment in integrating physical activity, vitamins, and supplements into their daily routines.

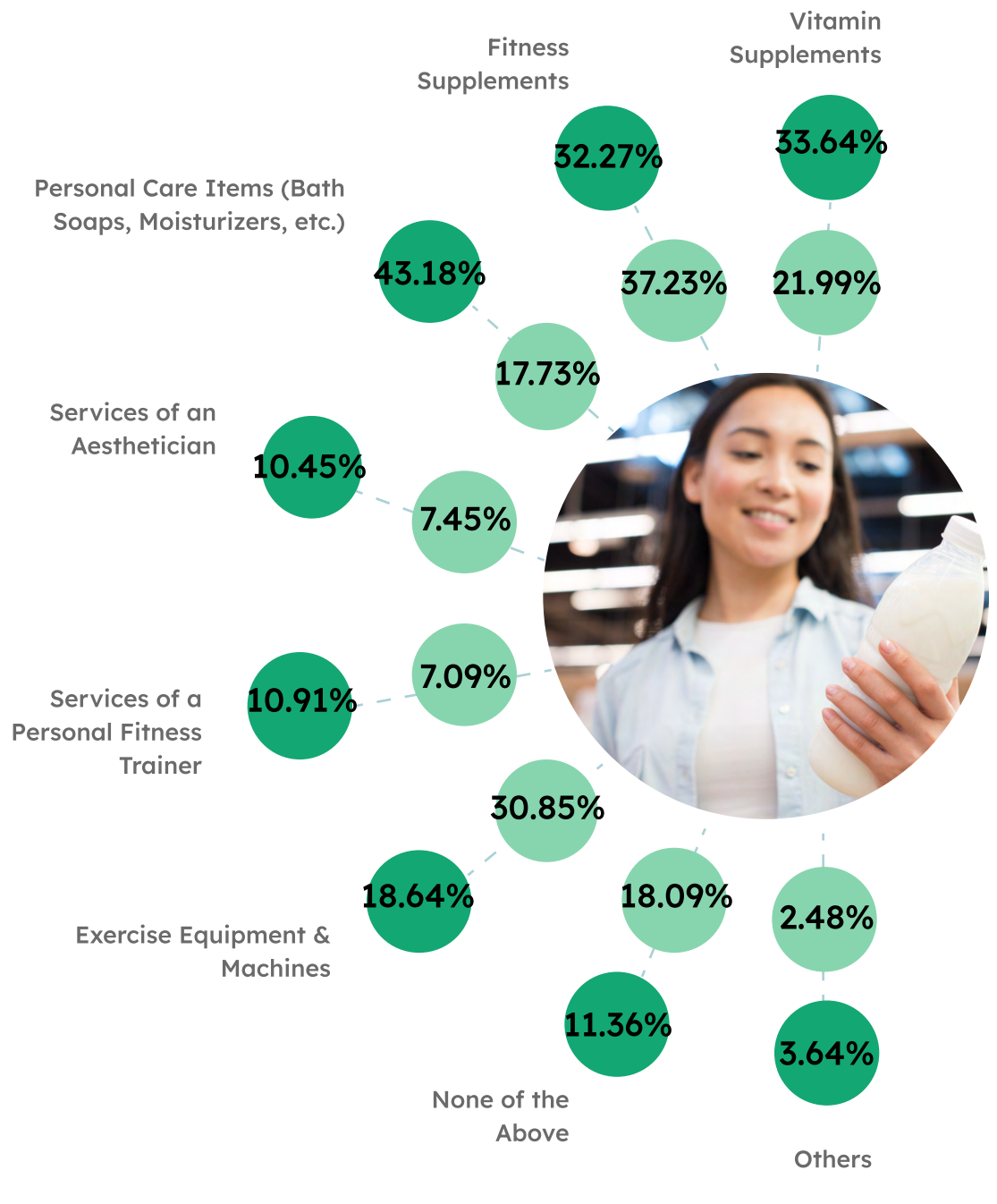
Fig 13. Frequency of practising sports



Nowadays, it is becoming more common to witness a growing number of people engaging in outdoor sports (71.57%) such as running and cycling or doing Tai Chi, particularly among city dwellers.

Across many Asian countries, including Cambodia, a clear pattern has emerged regarding physical activity: men (78.98%) are more likely to engage in it than women (62.72%).

Fig 14. Health & wellness-related products to purchase



This is the reason why males tend to purchase sports-related items like health supplements (59.22%) or gym equipment (30.85%), while female shoppers typically invest in personal care products such as vitamins (33.64%) and beauty treatments (43.18%).

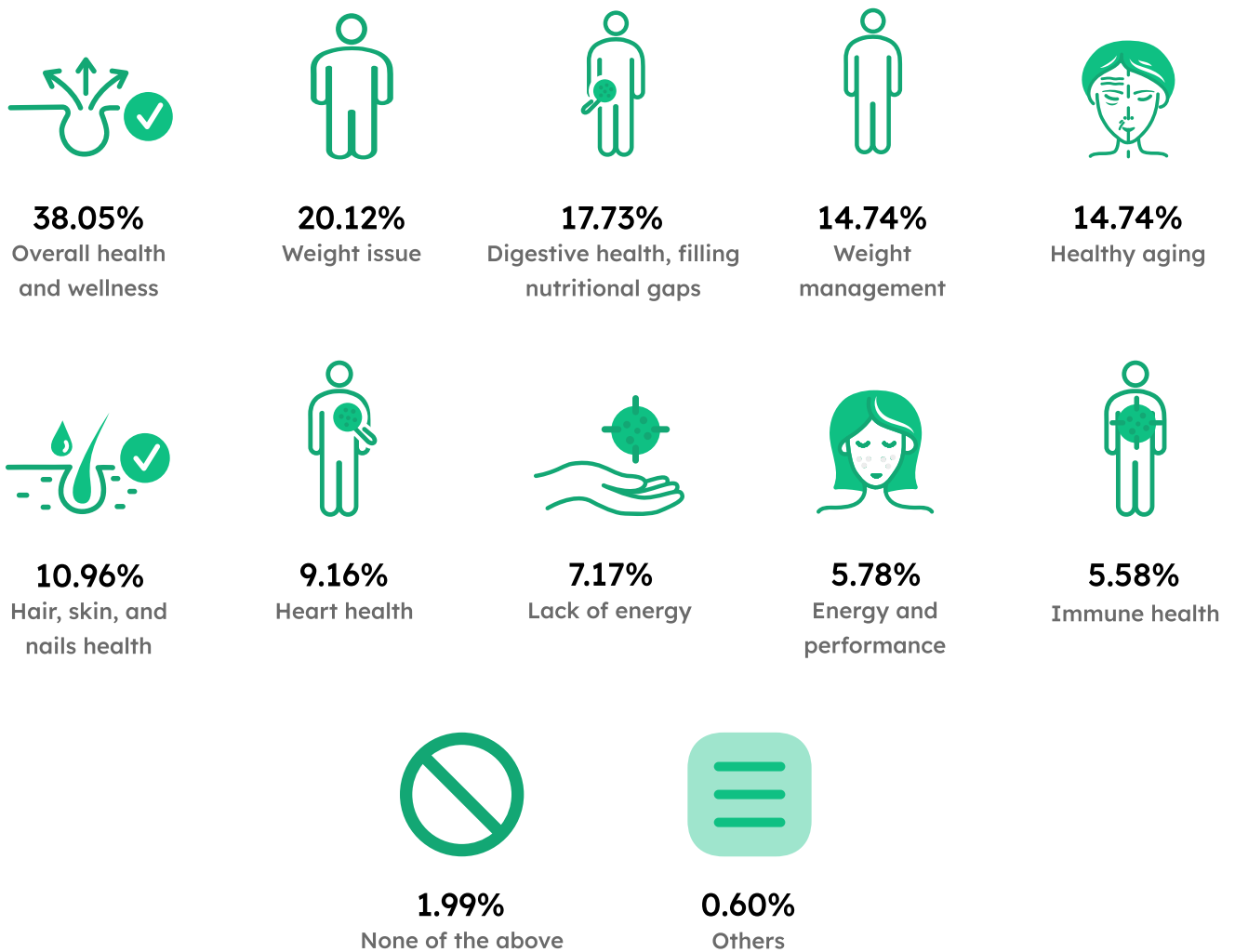
Health Issues Encountering Cambodians

Cambodia faces a multitude of health-related issues that the government, organizations, and citizens are working together to address. 3 of the top health-related challenges facing Cambodians today are their overall health and wellness, weight issues, and digestive health.

38.05% of the population struggles with overall health and wellness, including diseases, injuries, and other ailments. Meanwhile, 20.12% of Cambodians have weight issues in their diet due to poverty or lack of access to healthy food options. Finally, 17.73% of the population battles with digestive health issues which can be attributed to nutritional gaps in their diets.

Improving private sector supply chains and public investments may help create more access to better healthcare but it is ultimately up to all levels of society to work together for Cambodia's citizens to receive healthier lives in the future.

Fig 15. Health Challenges



Pascal CATRY

UCare Pharmacy

UCare Pharmacy is the first community pharmacy chain in Cambodia and was founded in 2004 but today has 22 branches in Phnom Penh, Siem Reap, Kep, Kampot, and Takmao. UCare represents excellence in the pharmaceutical community and has 80+ certified pharmacists who have been trained internally. They also stock authentic products, some of them exclusively from overseas, and they guarantee the product's origins to limit any risk of parallel imports to counter counterfeit products. UCare has embraced new technologies to improve customer service (e-Commerce app including a cash-back based loyalty program, Online Advice, vending machines etc).



Scan here to visit <https://www.ucarepharmacy.com/>

There is a perception of a poor level of healthcare in Cambodian medical establishments in general. Some places are more reputable, such as Royal Phnom Penh Hospital, but the rates are too expensive for the majority of Cambodians to afford. The lack of qualified doctors is also a problem that limits access to health care. To change this, more doctors as well as medical assistants & nurses must be trained by providing them with opportunities to study abroad in North America, Europe, Singapore, South Korea, Japan, or China.

Another solution is to rely on the community pharmacy network to propose free health check-ups including weight control, blood pressure, and blood glucose. At UCare, we already offer these free health check-ups in our pharmacies. There are some concerns over Cambodian health in general, considering the current lifestyle which is quite sedentary, and the temptation of junk food which is more easily available through delivery services. As a consequence, the threat of non-infectious diseases, such as diabetes and hypertension, is the highest ever in Cambodia.

A change we have seen since the pandemic is that more Cambodians visit our pharmacies and spend more on their health. We sell a lot of products for colds & flu, dermatology, general pain, and ENT. The highest demand is for fever and pain medication. It is interesting to see that in a quite limited time, life expectancy has increased from around 68 years of age, less than a decade ago, to 75 years of age now.

Jean- Baptiste PRIGENT

CEO - Decathlon

Decathlon is a leading sports brand established in France in 1976 but now has 108 000 team members across 70 countries. Their business model is to design, develop, manufacture and retail their own sports innovations around the world.



Scan here to visit <https://www.decathlon.com.kh/en/>

The young generation of Cambodians is influenced by social media promoting healthy lifestyles and fitness. The pandemic also had a big impact and health/well-being has become a priority - 70% of Cambodians are active in sports and the most popular activities are cycling, walking/hiking, fitness sports, and football.

Traditionally, sport was not an activity for girls & women in the country, there is still a dominance of 65% of male participants. As the world has evolved, the younger generation is much more balanced, and we can expect continued growth in the number of sporty ladies in the near future.

The sports and leisure market in Cambodia will follow the trend of the emerging middle class, especially in the capital city. This category of people can dedicate part of their budget to after-work activities and active holidays. They will also enable their kids to start sports early in private education programs.

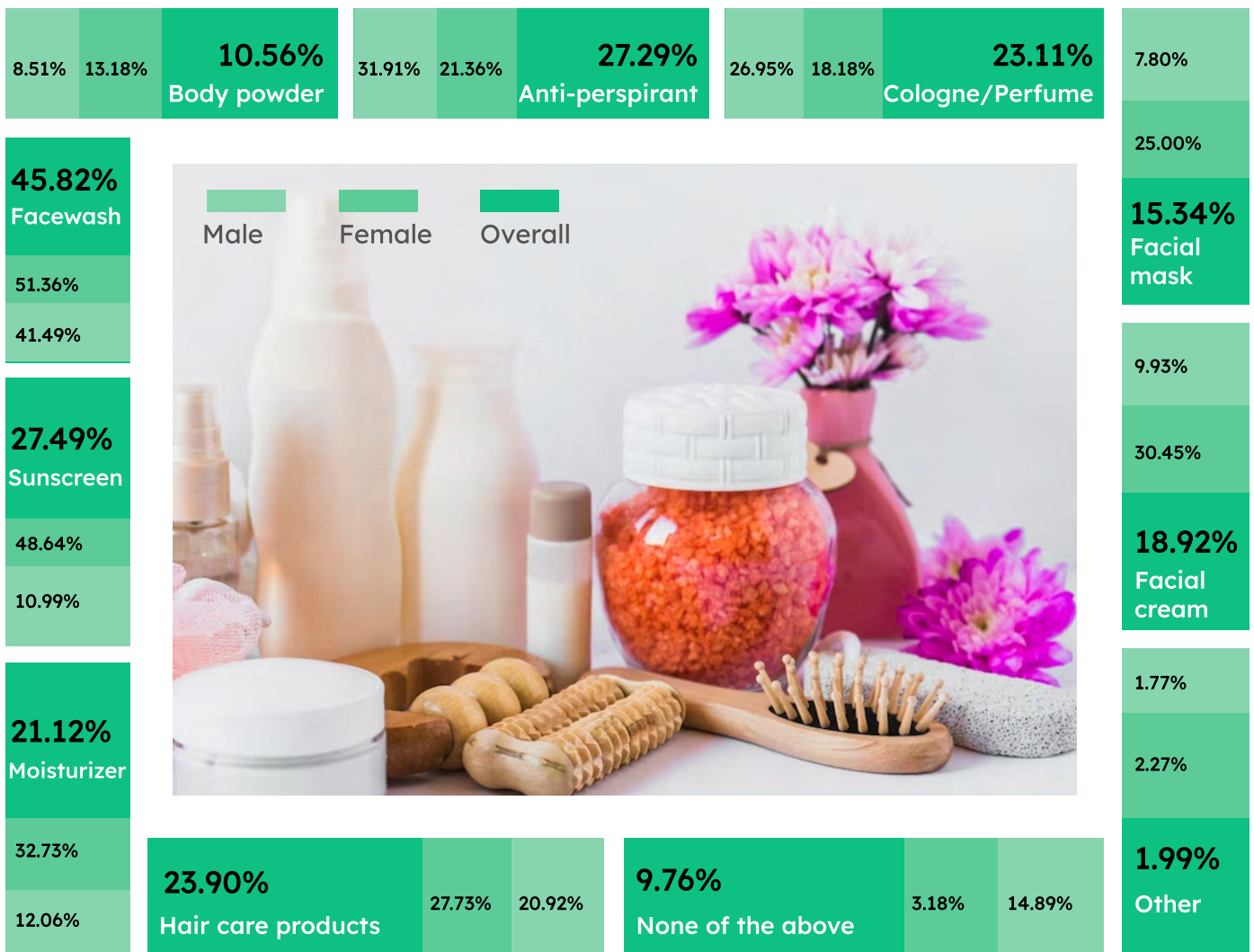


5. Beauty & Care

Beauty & Personal Care Product Usage

Cambodians have a heightened awareness of their beauty and well-being, which is why they often purchase facial washes (45.82%), sunscreens (27.49%), and antiperspirants (27.29%). This likely stems from Cambodia’s hot tropical climate which can be harsh on the skin. These products help to protect against the sun’s UV rays as well as help them feel and stay fresh throughout each day. Women, in particular, are more inclined to purchase facial washes and sunscreens, which is likely due to a desire for lighter and fairer skin. On the other hand, it is noticeable that the older generation is less inclined to buy beauty products.

Fig 16. Beauty & Health Product Usage



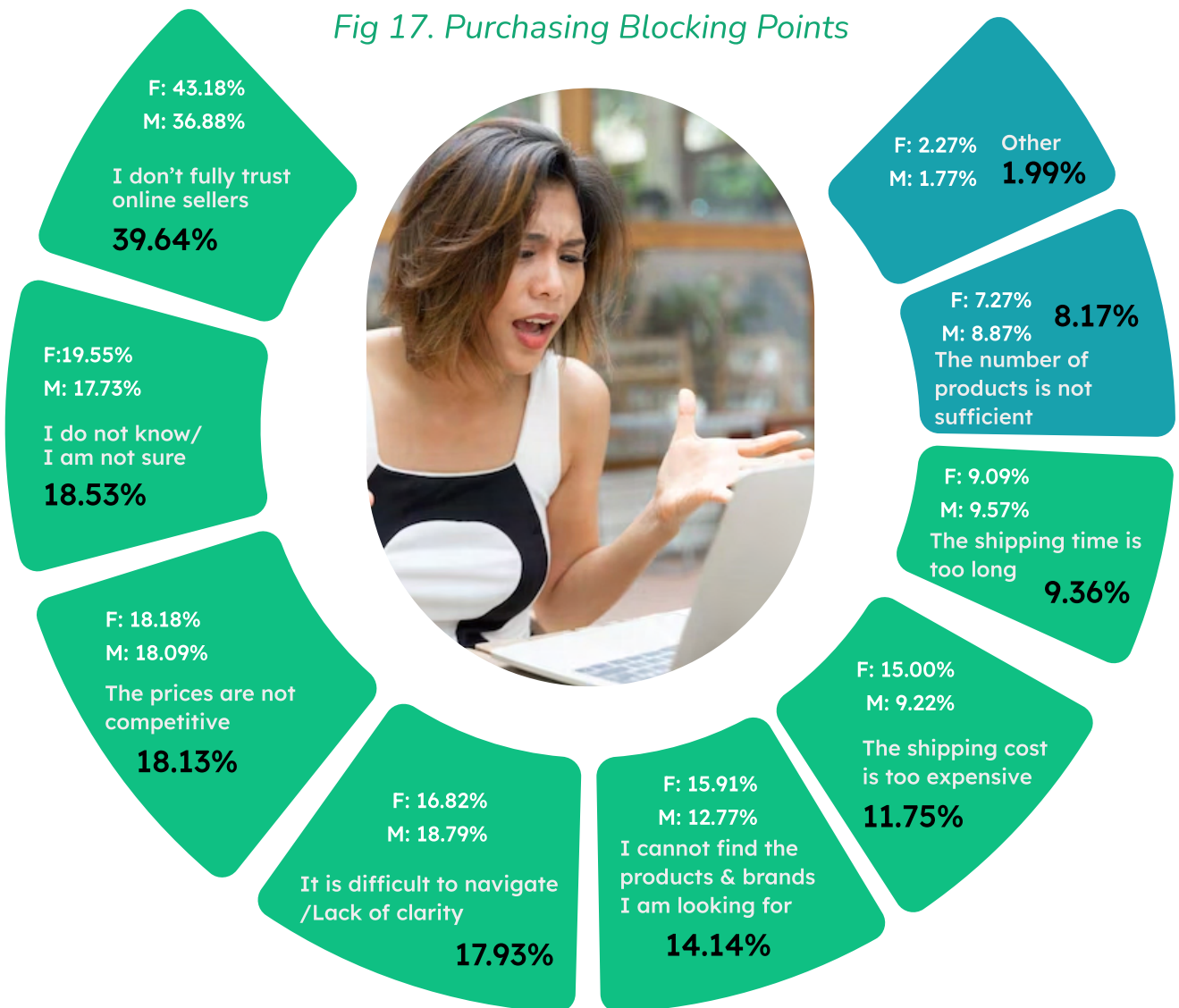
Overall, these three beauty and health products serve a variety of purposes for Cambodians, ranging from maintaining their complexion to providing day-to-day hygiene needs. Therefore it’s

understandable why they rank so highly among consumer preferences in Cambodia due to their affordability and efficacy when it comes to taking care of one’s personal hygiene needs in this part of Southeast Asia.

Purchasing Blocking Points Facing Cambodians

One of the biggest challenges Cambodians face when buying health and wellness products online is the lack of trust in online sellers. According to our study, almost 39.64% of respondents do not fully trust online sellers when it comes to purchasing products for their health and well-being. Women tend to be more doubtful than men, with 43.18% showing mistrust. This lack of trust can be attributed to a few factors, such as concerns about the authenticity of products, worries that they are not getting what they paid for, and fears regarding safety and security.

Fig 17. Purchasing Blocking Points



Channels for Health & Wellness Information in Cambodia

Cambodians rely on a variety of sources for getting information about health, wellness, and care products. Broadcast advertisements are the main source, with 48.41% of respondents stating they use them. Channels of influencers come in second, with 21.31% of respondents indicating they get their information from this channel. Digital campaigns & advertisements take third place, with 19.52% turning to them as a source of information. These three channels guarantee that people can find exactly what they need when it comes to being well-informed regarding health and wellness offerings or products on the market.

Fig 18. Information Channels



Health & Care Product Purchasing Criteria Among Cambodians

Cambodia’s consumers are increasingly becoming more discerning when it comes to health and care products, carefully considering a diverse range of factors to ensure they make informed choices and obtain the best available products.

The most important factor in this sort of product purchase, according to 20.16% of Cambodian respondents, is a good and positive brand reputation. Male customers, interestingly, rate a good and favorable brand reputation more positively than female shoppers; 23.49% for males vs. 15.91% for females. On the other hand, females are mainly concerned about a clear and transparent ingredient list when making a purchase decision, signaling caution when purchasing health and care items in the country.

Fig 19. Purchasing Criteria



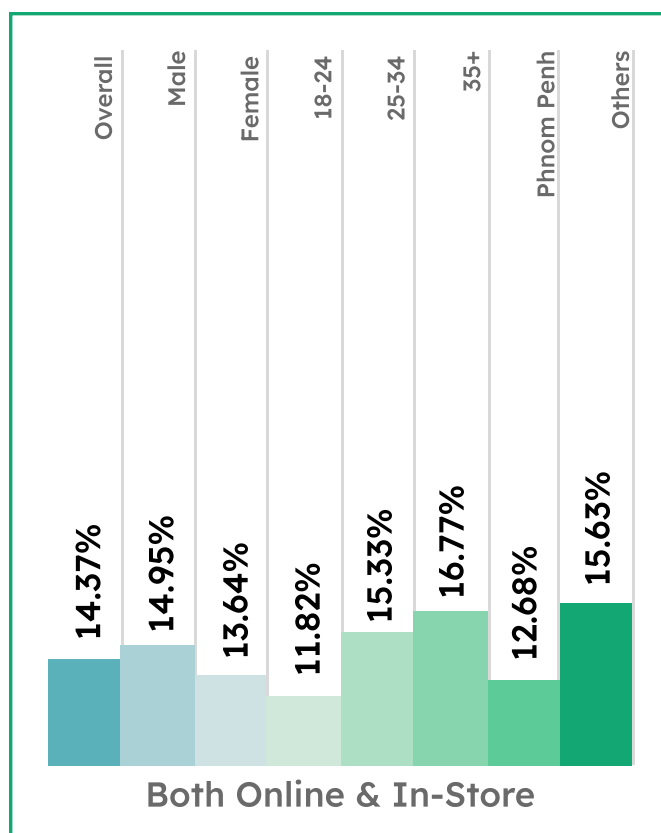
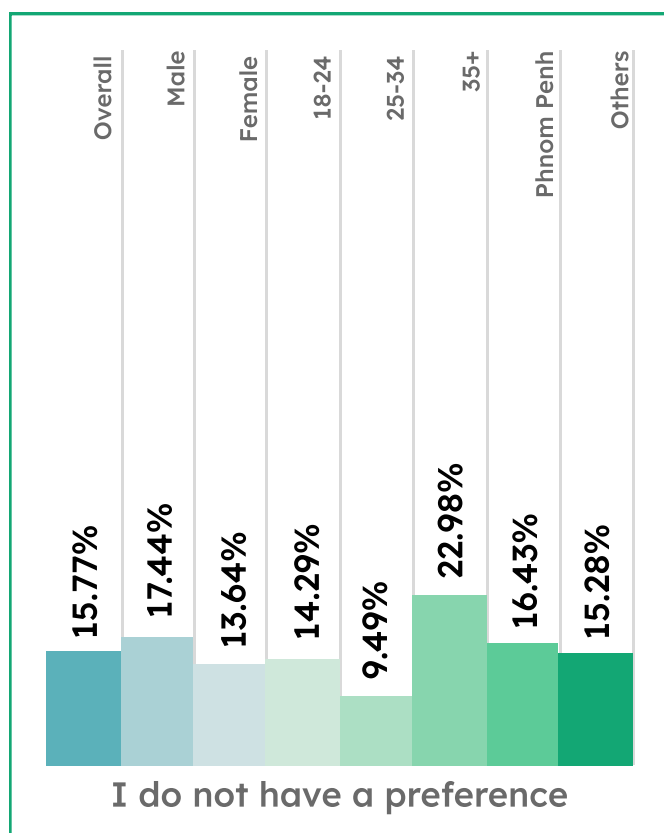
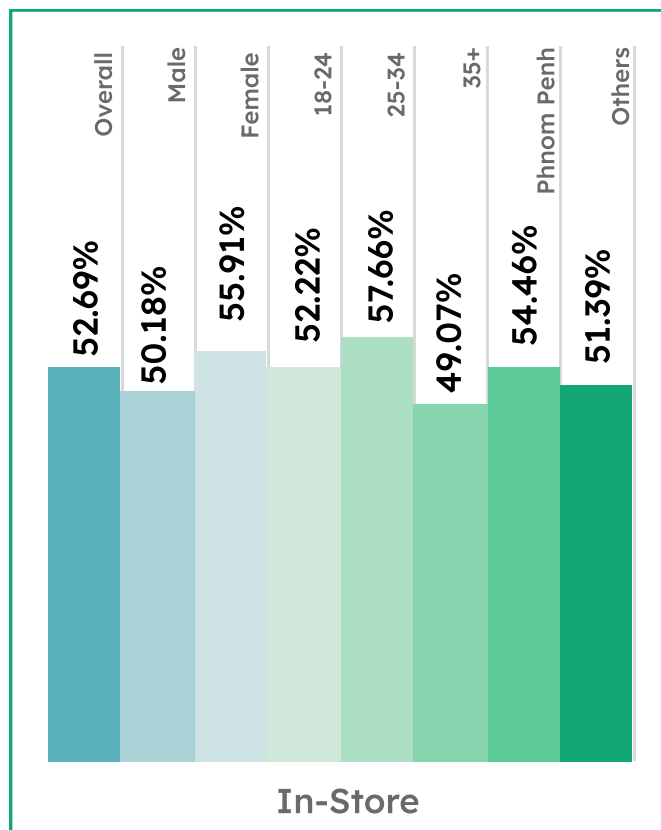
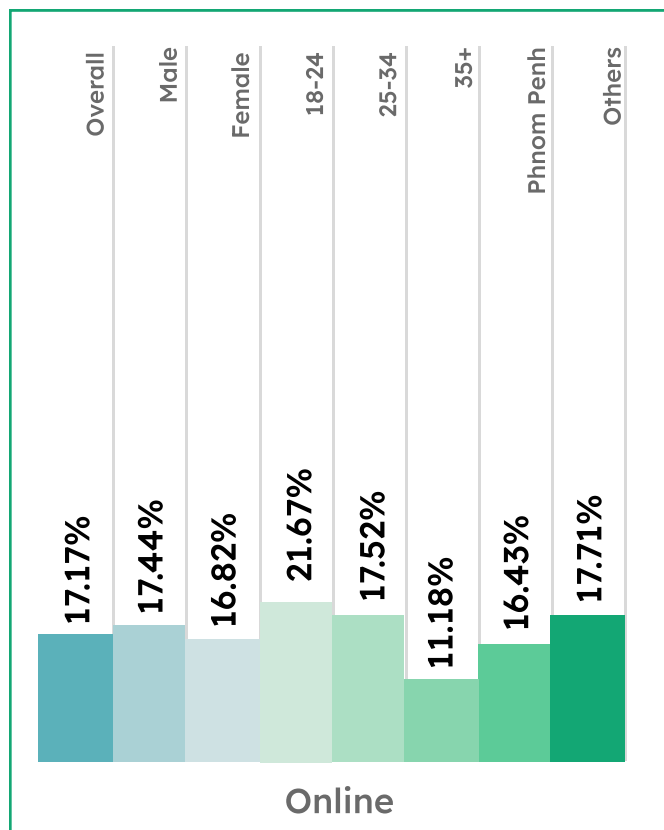
Purchasing Preference Among Cambodians: Online vs. Offline

Although e-commerce and online shopping continue to increase in popularity, an analysis of survey results found that 52.69% of respondents still prefer to shop for beauty and care products in-store.



Notably, more female respondents (55.91%) than male respondents (50.18%) reported shopping in physical stores, signalling that there is still a demand among consumers for traditional shopping experiences when it comes to indulging in beauty and care products. Ultimately, this data indicates that while online shopping may be convenient, there is also value placed on being able to interact with the product prior to purchase, especially from a gender perspective.

Fig 20. Online/offline purchasing preference of beauty and care products



Solika KHOUN

Marketing Department - Mintha Care

Mintha Care was launched in Myanmar in 2017 by three French entrepreneurs who are passionate about dermatology and convinced that an opportunity exists for expanding brands with added value across the CLMV (Cambodia, Laos, Myanmar, Vietnam).

They support the best dermatologic/pediatric companies seeking cutting-edge supplies as well as marketing & sales services that traditional distributors do not offer. Mintha Care offers a new experience and disruptive models of partnership with their brands.



Scan here to visit <https://minthacare.group/>

Facial cleansers and sunscreen are currently high-demand products in Cambodia. The reason is mainly due to the high-heat temperature, adding up with the raising pollution, which causes an uncomfortable state such as sweating or skin sensitivity.

There is a noticeable increase of interest for health supplements as well as a trend for aesthetic procedures over the past few years. Indeed we witnessed the new development of aesthetic clinics not only in the capital city but also in the provinces.



Dr. Vireak CHEA

CEO/Co-Founder - PillTech

PillTech is a pharmaceutical marketplace in Cambodia whose ultimate goal is to provide better access to quality and affordable medicines to pharmacies. In turn, these pharmacies can sell good-quality medicines at an affordable price to millions of people across the country.



Scan here to visit <https://pilltech.com.kh/>



When it comes to trust in health and wellness products sold online, Facebook sellers are reaping the benefits. Many health and wellness products sold on Facebook are parallel imported from the US or Australia, for example. Consumers often choose to buy these products and opt for cash on delivery for their first purchase. For websites they trust, they prefer to purchase and pre-pay using online payment methods through their bank apps.

As people become busier and prioritize convenience over traveling to physical malls or retail outlets, online purchasing has gained popularity. E-commerce is definitely on the rise, but it still requires more time to fully develop, as online adoption for e-commerce remains slow and needs a push from companies to provide value for online purchases.

The top products being purchased online are over-the-counter (OTC) medications for issues such as fever, cough, or cold. However, it's important to note that consumers consult with a pharmacist before making these purchases



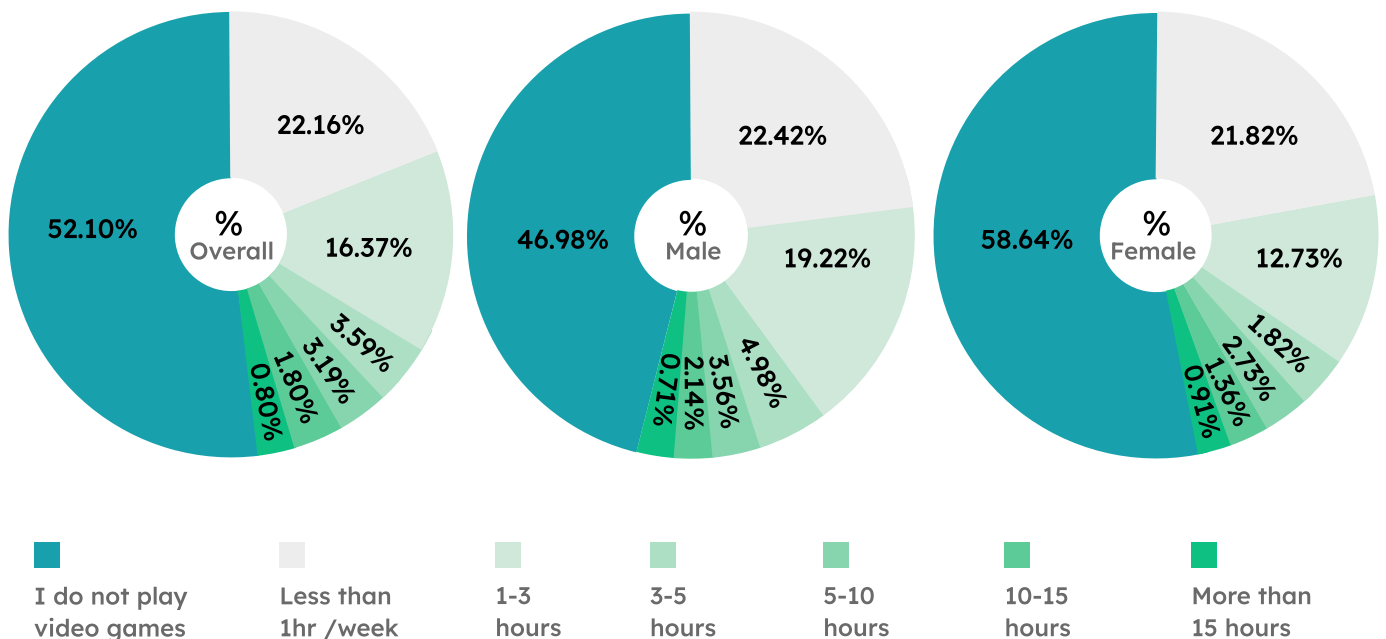
6.eSports

The Gaming Culture in Cambodia

A growing community of gamers has recently emerged in Cambodia, even though around half of the population (52.10%) does not play video games. Of those surveyed, we can see that there are more male gamers (53.02%) than there are female gamers (41.36%), reflecting the gender demographics of this particular market segment.

Additionally, the increased availability of high-end technology and digital platforms has enabled more people to become involved in video games as a form of entertainment. This is illustrated by the fact that Cambodians are spending more hours playing their favorite titles, with many spending up to three hours per week (38.53%) on average.

Fig 21. Number of hours to spend on playing video games



The figures above demonstrate the growing popularity of gaming among the population. With improved accessibility, it's simpler than ever before for individuals to partake in this exciting activity.



Mobile first! Cambodians have embraced mobile devices for gaming to an unprecedented extent —96.21%. This is due to the country’s late but fast digitalization which propelled smartphone ownership before desktops, in contrast to Western markets. Moreover, smartphones are more accessible and user-friendly than traditional options such as computers or consoles when it comes to gaming activities. Telecom companies have taken advantage of the opportunity to provide gamers with attractive deals, enabling them to enjoy their favourite games at lightning-fast speeds and with affordable packages of cost. As such, mobile phones are a great way to start exploring the world of gaming!

Cambodia is also home to a growing number of eSports teams and tournaments. Major eSports franchises such as League of Legends, Call of Duty, DOTA2, Mobile Legends, PUBG, and Free Fire (mobile FPS) have all been played in Cambodia. Despite this, eSports remains a niche market, with 62.07% of Cambodians having never seen or attended an eSports game or event. However, there is a growing interest in eSports from those who have never seen it (18.96%), signifying a bright future for the industry in Cambodia.



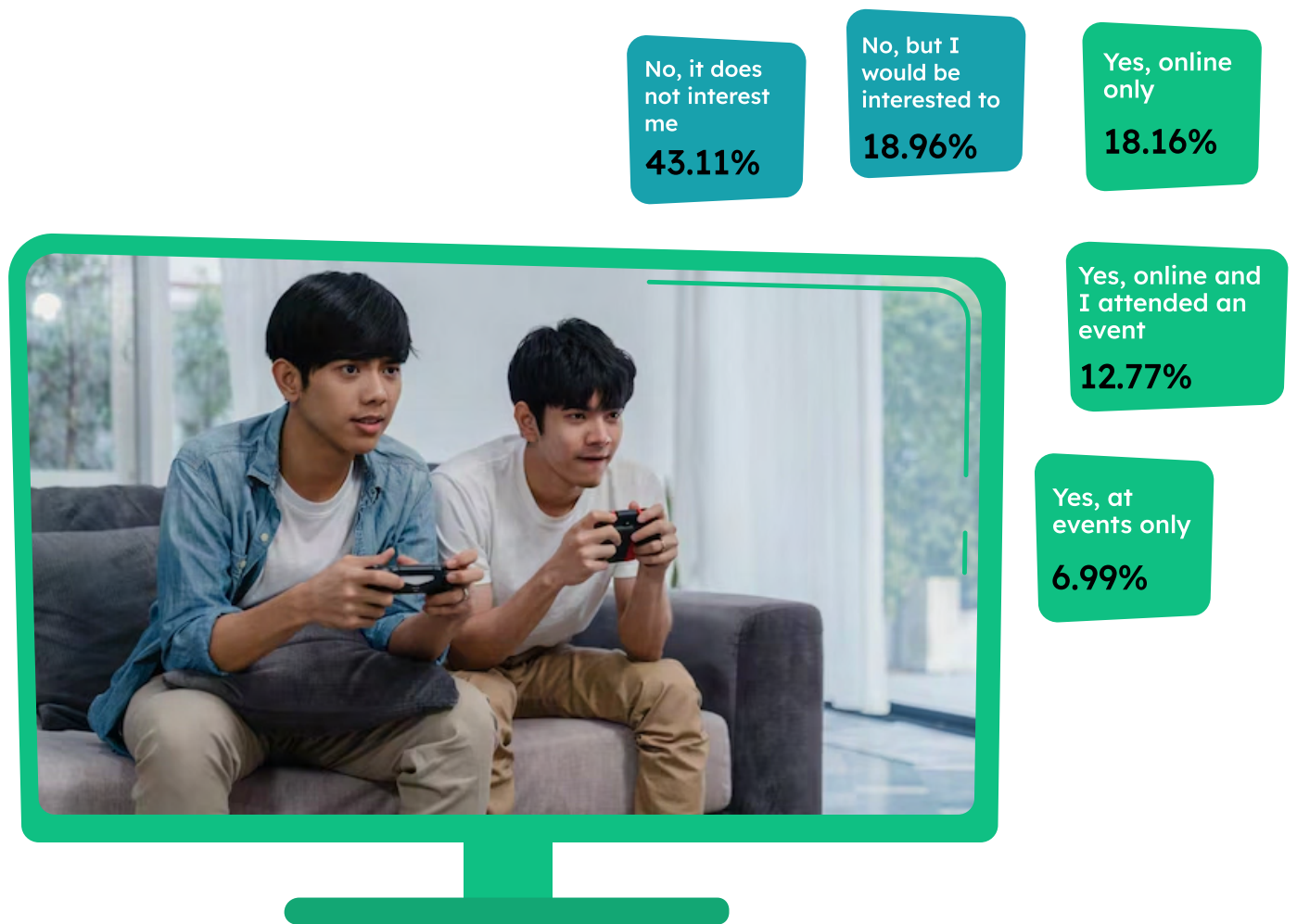
Scan here to Learn more about [the State of E-Sports & Gaming in Cambodia 2021](#).

Fig 22. Devices that respondents use to play video games the most



The gaming culture in Cambodia is growing, with more and more people playing on mobile phones, and many gaming events being organized and actively promoted by the country's leading mobile network providers. Although eSports remains a niche market for now, there is a steadily increasing interest from those who have never seen it before. This suggests that the future of gaming in Cambodia looks bright, with an array of opportunities opening up to gamers both casual and hardcore alike. With the right investments in marketing and infrastructure, eSports could become even bigger than it already is in this region!

Fig 23. Experience in watching/attending an e-sports game/event



Cédric LY

Founder - Clevereen

Clevereen is a videogame & metaverse studio founded in Paris in 2018 with a branch launched in Phnom Penh in 2022 to target the Asian market. Within 5 years the studio has created various gaming experiences via the Google Play Store, the Sandbox metaverse, and recently services through the Unreal Engine for Fortnite. Clevereen creates experiences for brands but also is an indie developer.



Scan here to visit <https://clevereen.com/>



Gaming is popular among mobile gamers in Cambodia but PC and consoles are quite expensive so it's difficult to penetrate the market like in other countries. Mobile gamers in Cambodia are quite involved in their community, especially in Mobile Legends and APEX. As long as the graphics quality is low, there is no concern with cheap mobile rates so mobile games will remain popular and accessible.

As the country is growing, the use of mobile devices is growing. eSports is getting more popular within the mobile market but these events are primarily PC events. Over time, PCs will become more accessible and so will the gaming industry. To increase the popularity among the youth, events need to be created and supported by leading brands in the capital.

At Clevereen, we believe the gaming industry has huge potential as the technology will become more accessible. There is a good consumer base opportunity as the population is young and connected. What it needs is influencers and organisers to sponsor events. The best way to promote the sector is to create a dedicated video game expo with the possibility to test games (international & local), and the best location is at the Koh Pich Exhibition Centre in Phnom Penh.

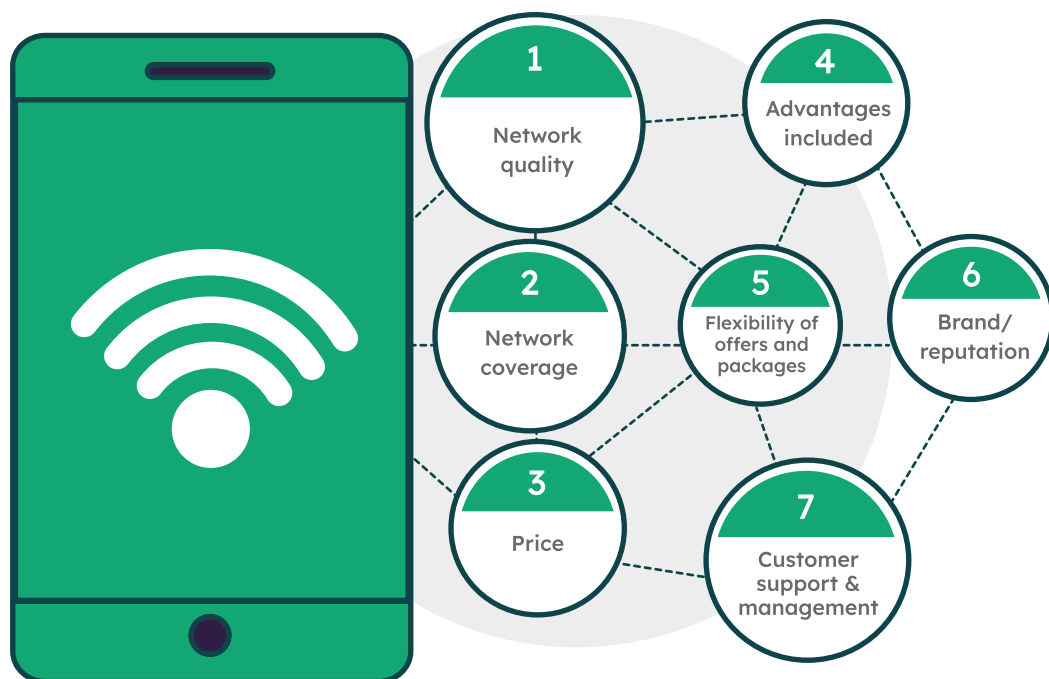
7. Mobile Network

The Mobile Network Landscape in Cambodia

Cambodians are more connected than ever before. At the beginning of 2023, cellular phone connections in Cambodia had reached [22.16 million](#) – an astonishing 131.5% of the country's population! And between 2022 and 2023 alone, this number grew by 339 thousand (+1.6 per cent). Today, Cambodians are using their mobile phones to access the internet and social media platforms, stay in touch with friends and family, and make digital payments. For many, this has opened up a whole new world of possibilities.

When choosing a mobile subscription plan, Cambodians consider three key elements: network quality, network coverage, and price. Network quality is essential for reliable service; the better the network quality, the faster data connections will be, allowing for an improved user experience when browsing websites or using apps. Network coverage is also crucial because it determines how many locations users can use their device in without added fees. Finally, price should not be overlooked; users should get enough coverage and speed without overspending on unnecessary features.

Fig 24. Most important elements for mobile subscription plans

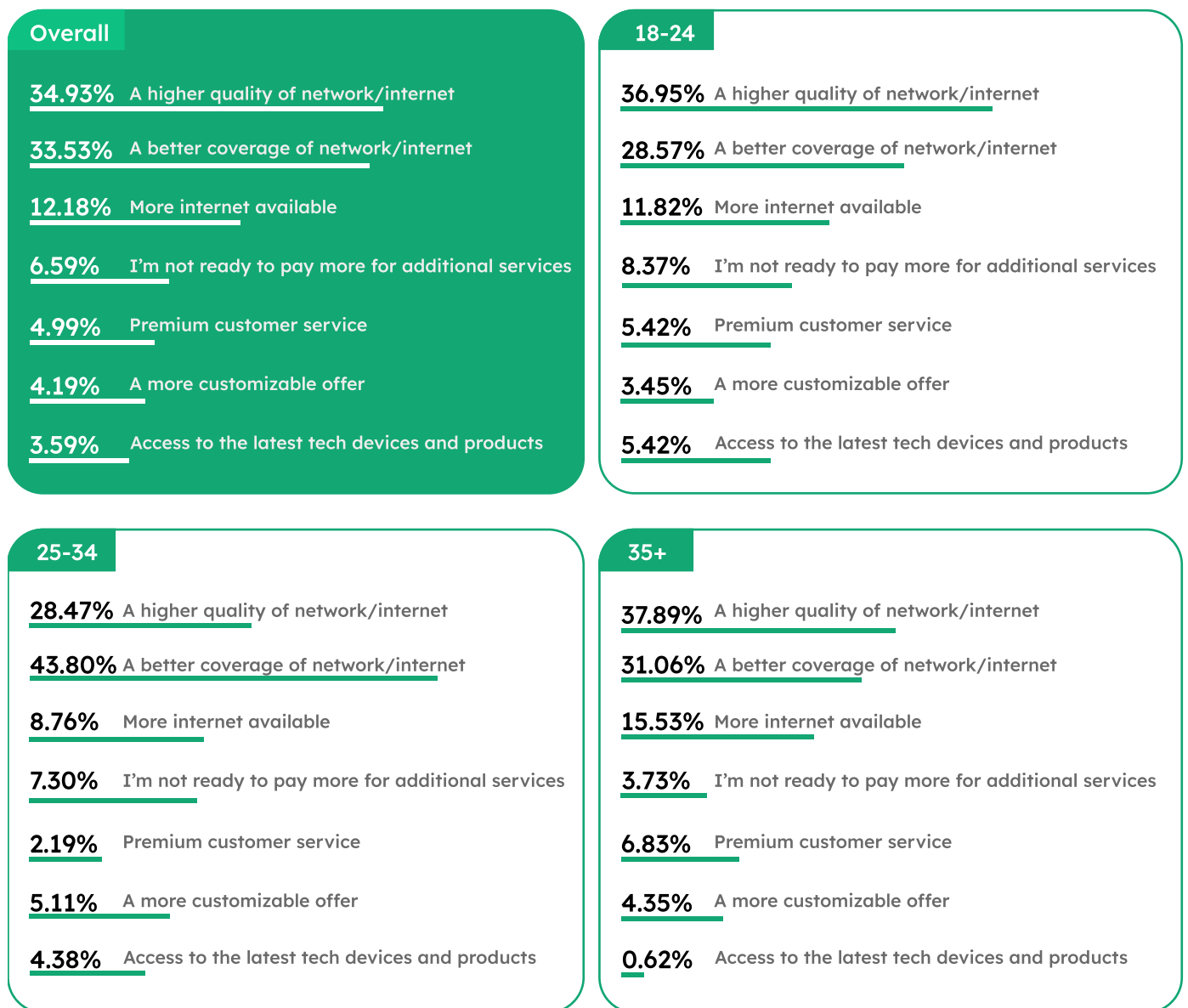


All of these components work together to ensure proper usage of a subscriber's mobile subscription plan.

Key Features Making Cambodians Pay More for Mobile Subscription Plans

Cambodia's mobile network market is vibrant and rapidly expanding. With the country's population of over 16 million people, the demand for accessible and reliable mobile services has grown significantly in recent years. This is evidenced by 34.93% of Cambodians who would pay more for a higher quality network/internet in their mobile subscription plans, and 33.53% who would pay more for better network/internet coverage. The 25-34 age group, in particular, would spend more (43.80%) than other age groups for improved network/internet coverage.

Fig 25. Key features of interest



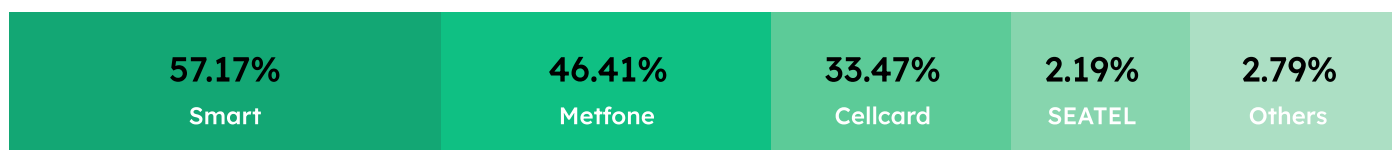
With such a high value put on reliable networks, Cambodians are motivated to pay more to ensure they remain connected during their daily activities. As a result, prominent service providers may provide competitive subscriptions with superior networks at a higher price than those with low-quality connections.



Popular Network Operator Subscription Among Cambodians

Cambodians are passionate about having access to cutting-edge technology and staying connected. As such, it's no surprise that Smart is the most popular network operator subscription among Cambodian subscribers, according to our survey in which 57.17% preferred Smart. Metfone is the second most popular network subscription (46.41%), closely followed by Cellcard (33.47%).

Fig 26. Network Operator Subscription

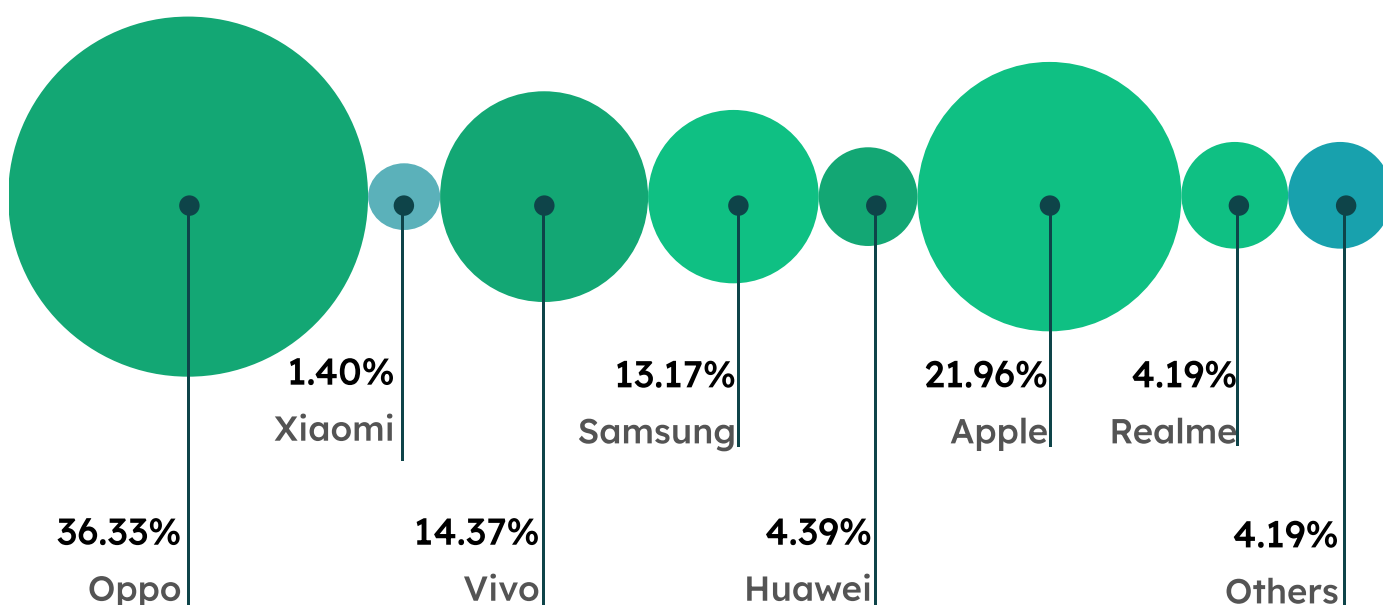


With the bulk of Cambodian subscribers favouring these three service providers, it's clear that reliable and accessible telecommunications services have become essential in keeping people across Cambodia plugged into their networks of family and friends.

Mobile Phone Brands Most Owned by Cambodians

Various mobile phone brands have gained popularity among Cambodians, reflecting the diverse preferences of consumers in the country. Among the top choices, Oppo and Apple are the go-to brands for most Cambodians, with 36.33% and 21.96% of the market share, respectively.

Fig 27. Most Owned Mobile Phone Brand



There is a tight competition between brand loyalty dictated by trends and the best performance from hardware manufacturers. However, it is worth mentioning that Oppo devices are widely utilized in Cambodia, indicating their quality attributes offered at a reasonable price. Conversely, Apple maintains its dominance through a dedicated consumer base willing to invest significantly in advanced operating system updates and notable design innovations.

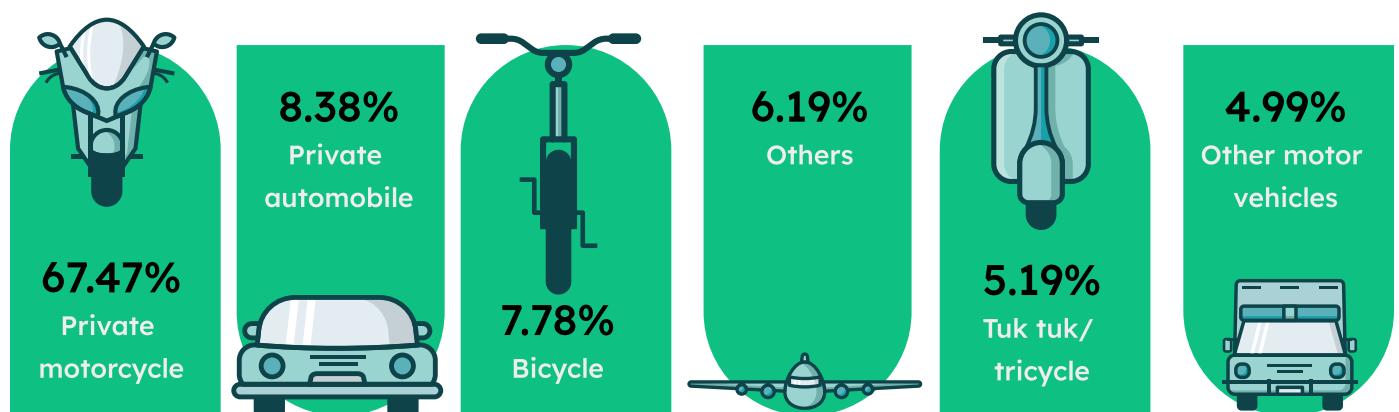
8. Automotive

Transportation in Cambodia

In Cambodia, transportation primarily relies on motorcycles, tuk-tuks, and buses, as [cars and automobiles are significantly more expensive compared to other countries](#). This is largely due to the absence of domestic production of car components/parts by the government. Furthermore, the hefty tax of over 100% imposed on imported vehicles further discourages the purchase of automobiles in the country.

However, even with such costly prices and limitations on manufacturing, the country has seen a steady increase in the number of vehicles on its roads over the past few years. This is largely due to international brands that have lately made an entrance into this market, particularly Chinese companies offering their models at more feasible and accessible rates.

Fig 28. Current Main Mode of Transportation



With an estimated [900,000+ registered vehicles](#) as of 2021, more and more people are using cars (8.38%) for personal use. Males (12.46%), especially, are owning more private vehicles than their female counterparts (3.18%).

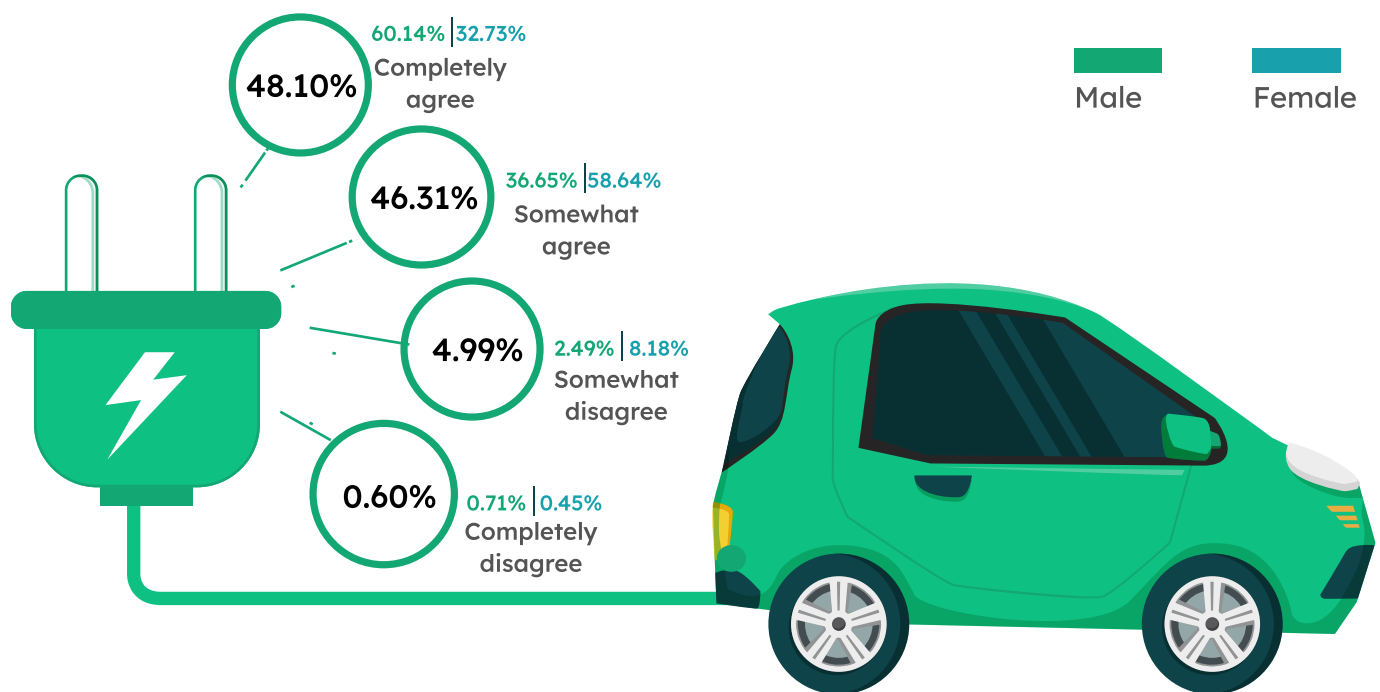
Even so, private motorcycles (67.47%) continue to dominate the landscape as Cambodians' primary form of transportation. This high percentage of people who use private motorbikes as their primary form of transportation is less than their east neighbor Vietnam (86.84%) and considerably more than the country bordering its west, Thailand (43.02%). Motorcycles are an affordable and practical way to get around, especially in a country with inadequate yet improving public transportation infrastructure.

Future of Electric Vehicles

The electric vehicle (EV) industry in Cambodia is experiencing an impressive surge in popularity, with many businesses and individuals showing an increasing interest in the sector. In October 2021, [Tesla opened their first dealership in the country](#), while Chinese companies BYD and Hongqi have also set up retailers in the Kingdom. Moreover, importers offer plenty of other models for consumers to explore. In a similar vein, Cambodia is witnessing an explosion of electric motorbikes and tuk-tuks on the streets. The [ONION T1](#) was the first in its category to be launched in the country last February 2022, offering locals a convenient and efficient way to travel around.

In addition, a significant majority of Cambodians (94.41%) believe that the future of the automobile industry lies in electric vehicles. This sentiment is particularly strong among males, with 60.14% completely agreeing with this view.

Fig 29. Future for the Automotive Industry



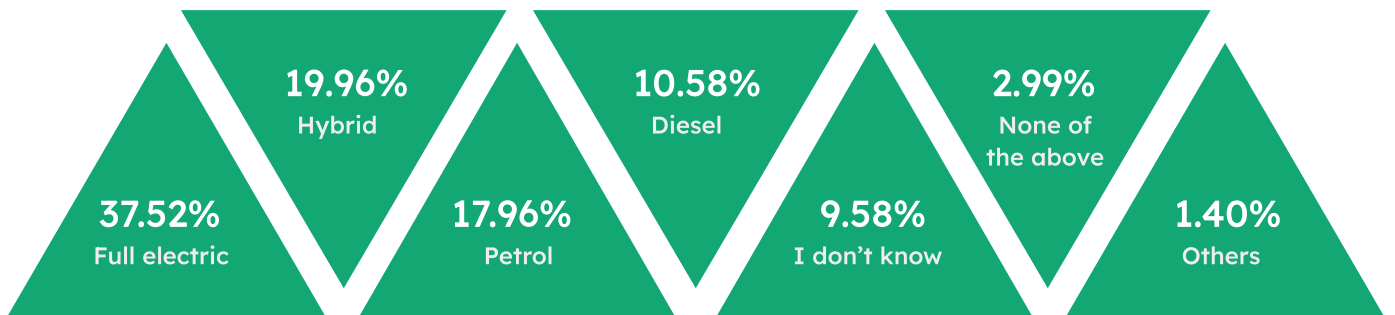
An encouraging trend is the rising number of registered EVs in Cambodia. [According to a report by the Ministry of Public Works and Transport](#), the number of EVs in the country has soared from two vehicles in 2020 to 62 in 2021. In three months of 2022 alone, 47 were registered—a 671 per cent increase from the year before. Remarkably, most Cambodians (37.52%) would favour investing in a full-electric vehicle rather than petrol or diesel-powered ones - proving just how popular this sector is becoming!



This surge in EV registrations can be attributed to the government's efforts to incentivize the industry through initiatives such as tax and duty exemptions. The high price of gasoline has also caused many to switch to EVs, which are more cost-effective in the long run. The government is now working on creating more charging stations across the country so that drivers can easily access power for their vehicles.

The increasing popularity of EVs in Cambodia is a promising sign for the future of sustainable transportation, and it could be a major step toward reducing air pollution and other environmental problems in the country. With more incentives from the government and greater availability of charging stations, EV adoption is sure to continue on its upward trajectory.

Fig 30. Future purchasing preferences



Souliyo VONGDALA

Co-founder/CEO - LOCA

LOCA is the largest ride-hailing service in Laos, and Souliyo has made a significant impact on the transportation industry there by providing a safe, reliable, and transparent service which has generated 500+ sustainable jobs. Souliyo has been recognised and awarded the ASEAN Business Award and LOCA was listed on Forbes Asia's 100 Companies to Watch. He has also been a strong advocate for electric vehicles (EVs) in Laos and has taken steps to transition LOCA's fleet to 100% EVs by 2030. LOCA PAY was also launched as a payment facilitator that helps tourists make payments to local SMEs using existing QR codes.



Scan here to visit <https://loca.la/>

Sustainable transportation is of great importance for the Kingdom of Cambodia and globally. The increasing concern over air pollution, dependence on foreign oil, and the impact of climate change highlights the need for a shift towards more sustainable modes of transportation. The use of electric vehicles, including two-wheeled and three-wheeled vehicles, is a key step in reducing emissions, increasing energy security, and promoting economic growth.

To encourage the use of EVs in Cambodia, a comprehensive approach is needed. This can include government incentives for purchasing EVs, the development of an EV charging infrastructure, and education campaigns to raise awareness about the benefits of EVs.

Additionally, the government could work with private companies to promote the use of EVs in taxi and ride-hailing services, which would provide a practical and accessible way for citizens to experience the benefits of EVs. Two-wheeled and three-wheeled EVs, such as electric motorcycles and electric tuk-tuks, are also becoming increasingly popular in Cambodia, providing an affordable and environmentally friendly alternative to traditional gasoline-powered vehicles.

The future of EVs in Cambodia looks promising. The country is well positioned to take advantage of the benefits of this technology and could be poised to become a leader in the

transition to EVs in Southeast Asia. Additionally, Cambodia imports energy from its neighbouring countries, which is relatively cheap and renewable, providing a strong foundation for the development of an EV charging infrastructure.

However, it will require a concerted effort from government, private industry, and citizens to ensure that the transition to EVs is successful and sustainable. Citizen engagement will also be important in raising awareness about the benefits of EVs and promoting their widespread adoption.

With the right policies and investments, the future of EVs in Cambodia will play a key role in driving economic growth, reducing emissions, and improving the quality of life for its citizens. The transition to EVs is a crucial step towards a more sustainable and secure future for Cambodia.

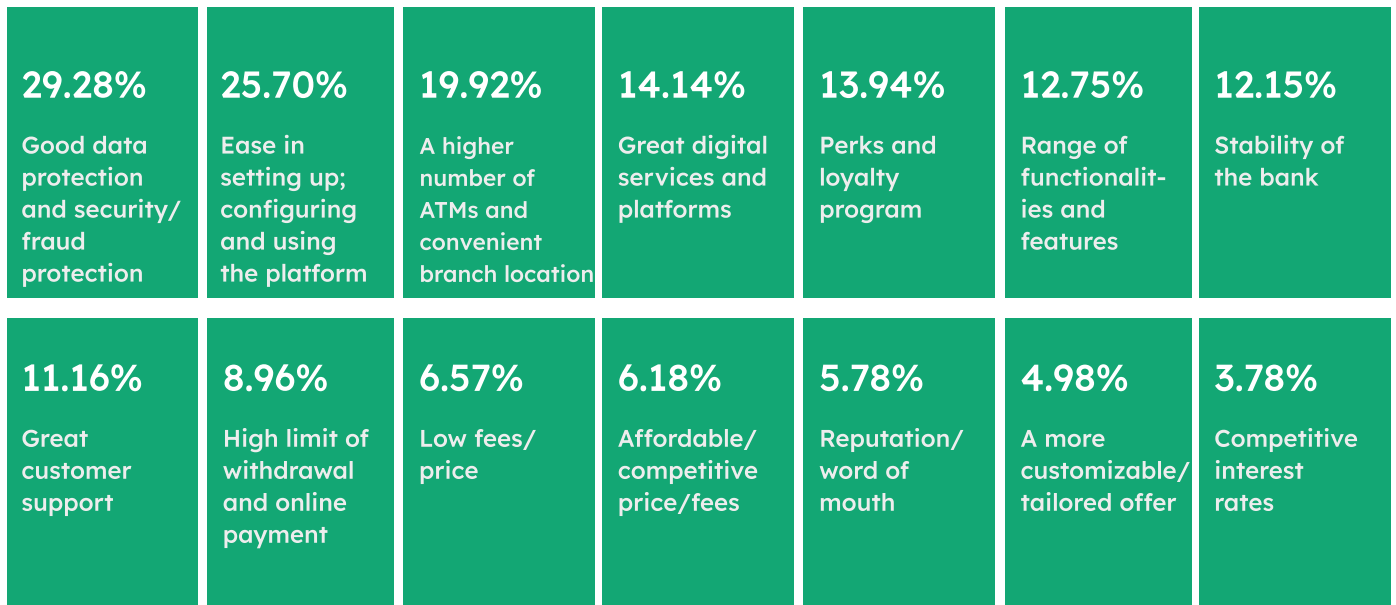
The shift towards sustainable transportation, including the use of EVs, is of great importance for the Kingdom of Cambodia and the time is now for Cambodia to embrace the future of sustainable transportation and reap the benefits of this exciting and transformative technology.



9. Retail Banking

Most Important Factors When Opening a Bank Account Among Cambodians

Fig 31. Most important factors when opening a bank account



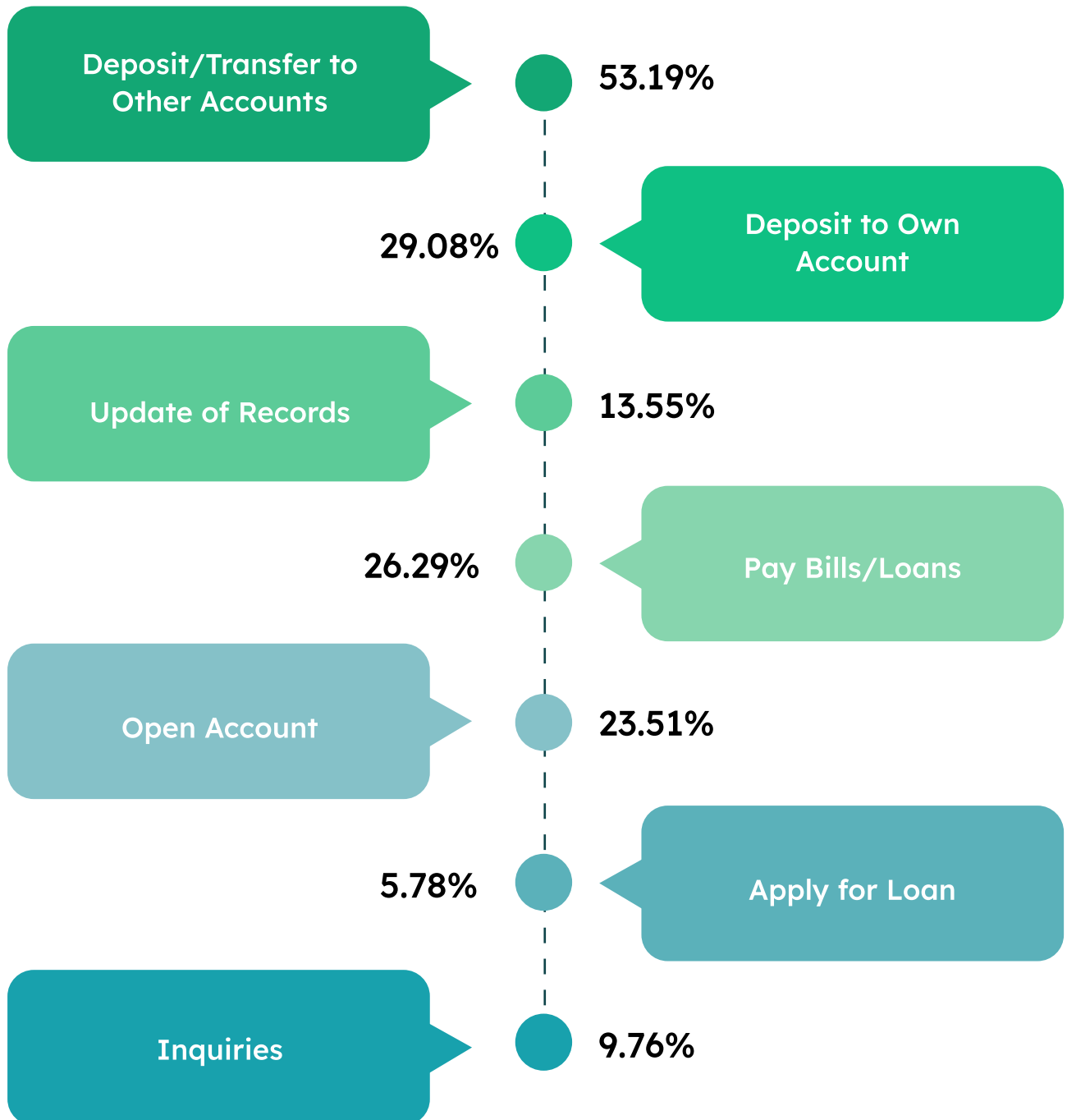
As Cambodia continues to develop and modernize, an increasing number of people have adopted bank accounts or some form of digital wallet. The transition has been incredibly fast, with QR code payments now becoming one of the most common payment methods among Cambodians. Cash is still widely accepted, but digital payment options provide a convenient and quick way for many users to make payments.

For Cambodians looking to open a bank account, the most important factors are data protection and security/fraud prevention (29.28%), ease of setup (25.70%), and convenience in terms of proximity to ATMs and branches (19.92%).

Most Popular Online Banking Activities Among Cambodians

Online banking is increasingly becoming the norm in Cambodia, with many popular online banking activities being performed by users. The most popular online banking activity among Cambodians is depositing and transferring funds to other accounts, which accounts for nearly 53.19% of all transactions.

Fig 32. Online banking activities

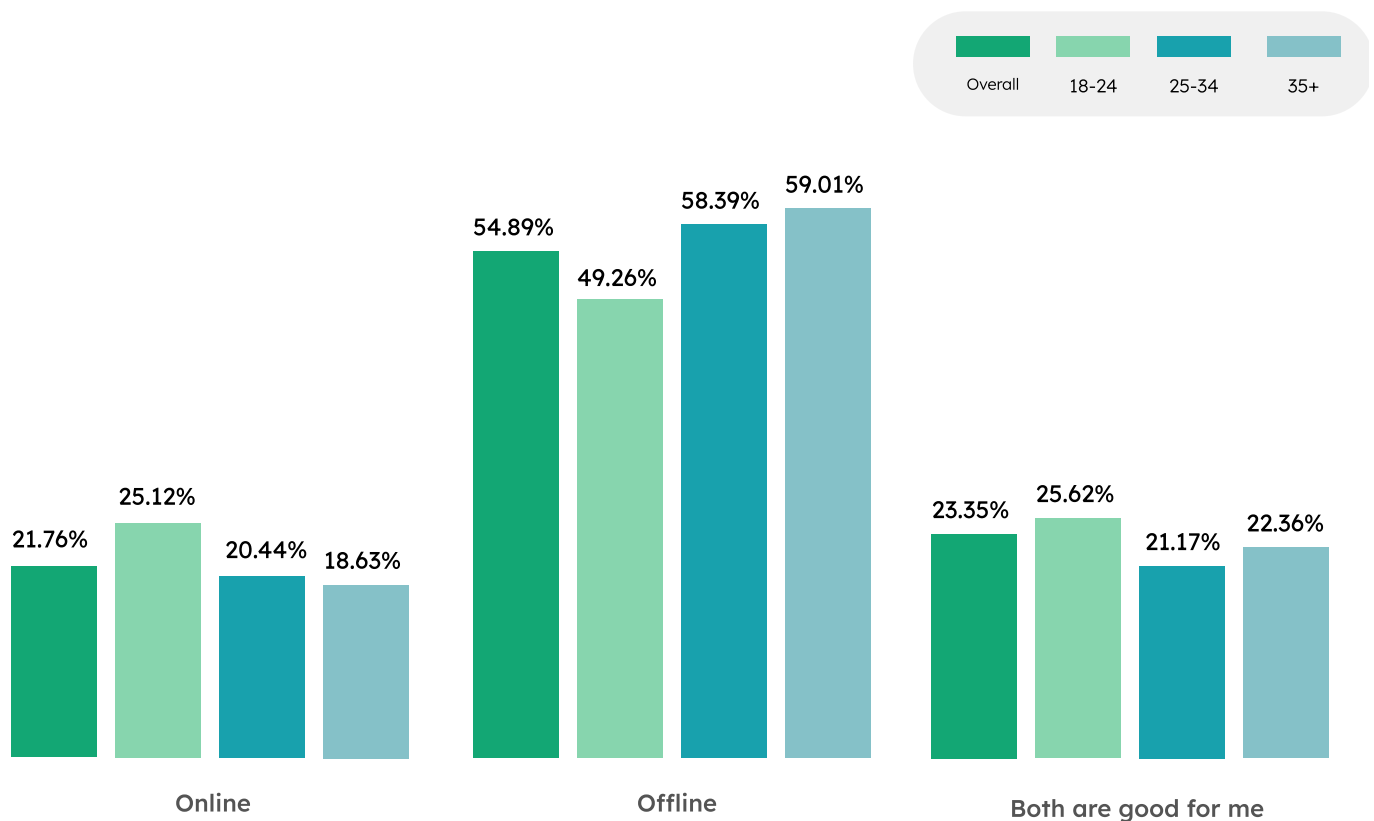


This emphasizes the importance of having a secure money transfer system in place that is safe and reliable for Cambodian citizens. As more businesses in the country switch to offering digital banking services, this activity is likely to increase even further. For those looking to make efficient and secure transfers from the convenience of their mobile devices or computers, it is important to use a designated online platform that has been approved by relevant authorities.

Bank Account Opening Methods Among Cambodians: Online vs. Offline

It appears that Cambodians generally prefer to open a bank account offline, with 54.89% of respondents indicating this choice. In contrast, respondents between the ages of 18-24 (25.12%) are more likely to be receptive to the idea of opening a bank account online than their older counterparts. This is most likely due to the increased prevalence of digital technologies amongst young people and their comfort in using them.

Fig 33. Preference of channel for the bank account opening



As Cambodia's banking industry continues to evolve with technological advancements, understanding consumer preferences is key in moving forward toward a more efficient and secure banking experience.

Mr. Chheang CHHAY

Regional Manager - BRED Bank

BRED Bank is the first and only EU bank in Cambodia which launched in 2017 and is a wholly-owned subsidiary of the French banking group BRED Banque Populaire which has operations across Europe and an expanding global network. BRED Banque Populaire is part of BCPE, one of France's largest banking groups with 36 million customers worldwide. Combined, they offer customers more than 100 years of banking experience.

BRED Bank Cambodia provides their growing customer base with a smarter way to bank, tailoring the broad range of products and services to each business or individual's unique needs. The branch network numbers 15 nationwide; including in Phnom Penh, Siem Reap, Battambang and Kampong Cham.



Scan here to visit <https://www.bredcambodia.com/>

Some Cambodian banks initially could not keep up with the rapid shift from traditional to digital banking; they also could not believe the speed of digital adoption among Cambodian people would be that fast.

However, the change has brought another level of efficiency and convenience to customers. Most retail banks in Cambodia have now incorporated digital platforms into their strategies. Digital platforms give consumers the ability to conduct banking and financial transactions entirely online. In the future, with the emergence of digital banking platforms, consumers no longer need to visit a bank or a branch physically. Every transaction will be done through online or digital platforms. In addition, the influence of technology will continue to launch banking into a digitized future.

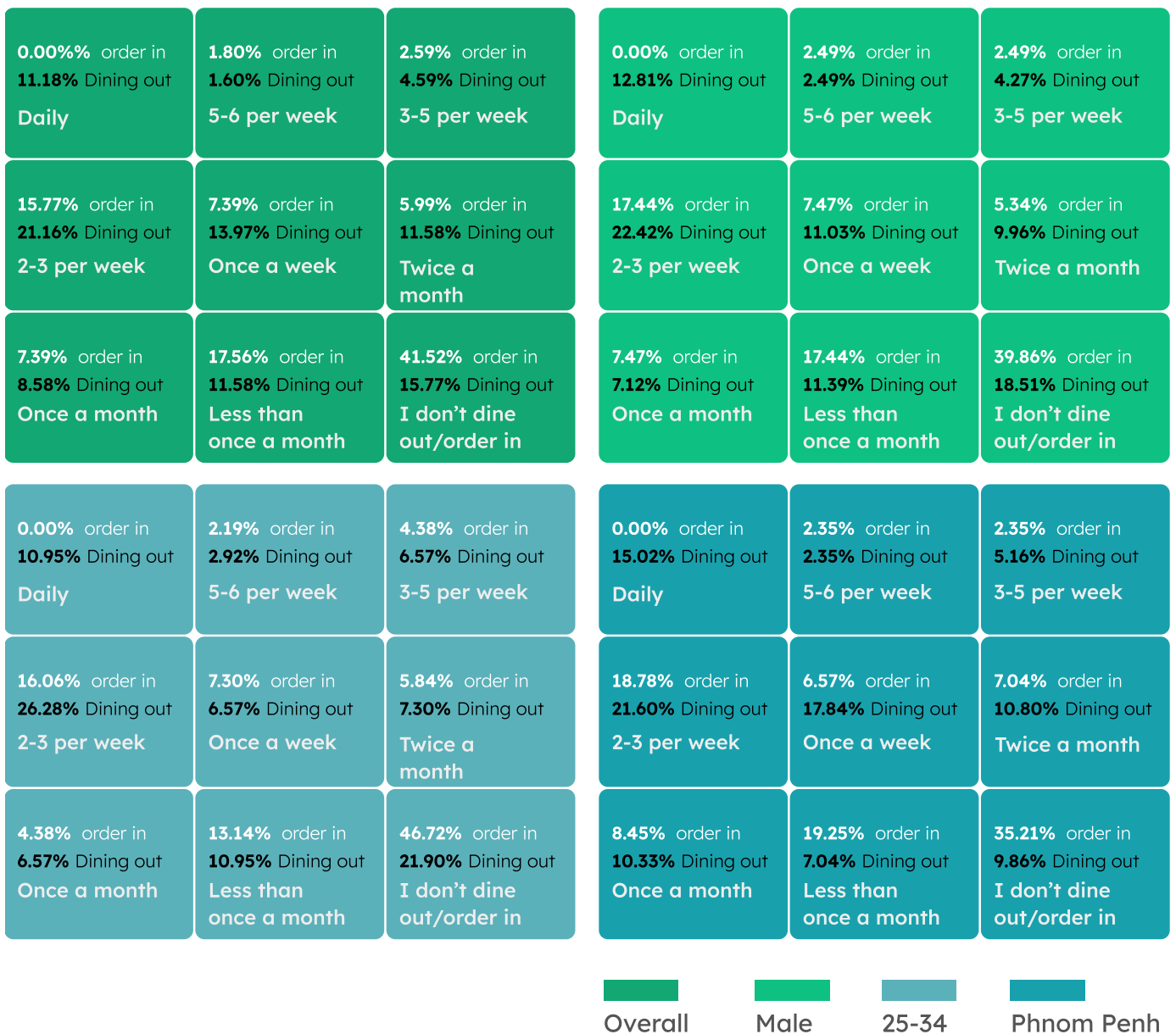
An uncomplicated process, effective turn-around time and quality customer service experience are the key factors for consumer preferences. Some other key factors for efficient and secure banking experiences are using digital platforms/online banking services which can allow customers to manage a range of complex banking tasks from the comfort of their office. Self-service banking also offers an efficient and secure banking experience without physically visiting the bank premise/branch.

10. Food & Beverages

Dining Scene in Cambodia

Cambodian cuisine is a unique blend of flavours and ingredients from all over the world. From spicy curries to sweet desserts, Cambodians have an appreciation for both traditional Khmer dishes as well as international fare. Dining out in Cambodia can be an exciting experience with many restaurants offering delicious meals at affordable prices. As such, many Cambodians take to the dining culture, with many going out to eat 2-3 times (21.16%) each week.

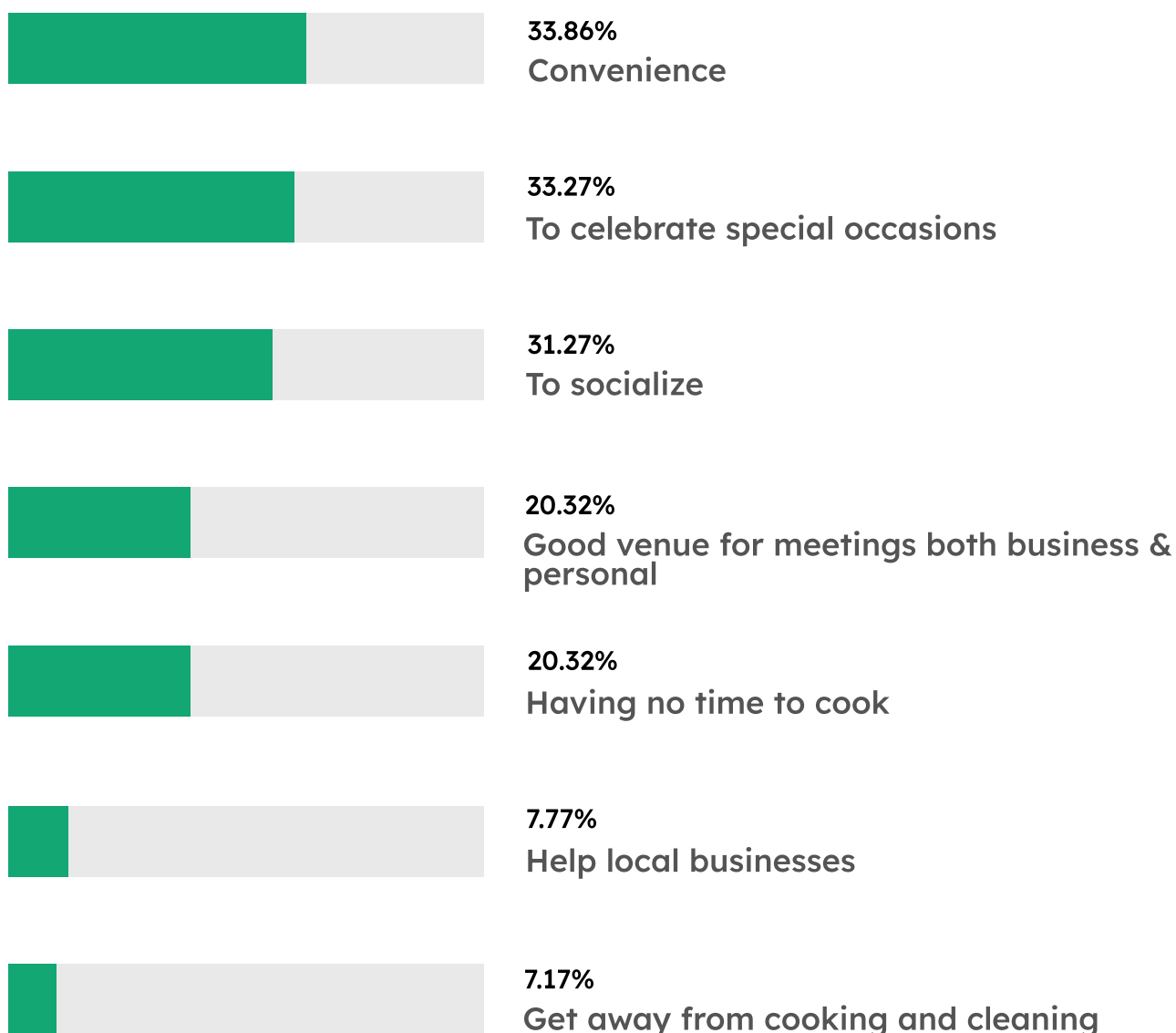
Fig 34. Dine Out/Order In Frequency



More specifically, people between the ages of 25 and 34 (46.72%), males (41.99%), and those living in the capital Phnom Penh (44.13%) are more likely to dine out more than once a week.

Furthermore, other than the convenience (33.86%) that it offers, eating out provides a great opportunity for Cambodians to socialize (31.27%) like catching up with friends and family, and celebrate special occasions (33.27%), helping to strengthen interpersonal relationships and build a sense of community. With such a vibrant restaurant scene throughout the country, Cambodians take great pride in their cuisine and use dining out as a way to explore new flavours, share stories, and celebrate life. Ultimately, dining out in Cambodia is more than just a culinary experience – it's a cultural one.

Fig 35. Reasons to eat out



Popular Beverages in Cambodia

In Cambodia, energy drinks have become increasingly popular in recent years. This is notably true among the 25-34 age group, which consumes more energy drinks than any other demographic, with 29.20% drinking them multiple times each week. This might be linked to their hectic lifestyles as well as their need for an energy boost throughout the day. In fact, many Cambodians report drinking energy drinks to boost their energy levels.

Fig 36. Consumption of energy drinks (25-34 age group)

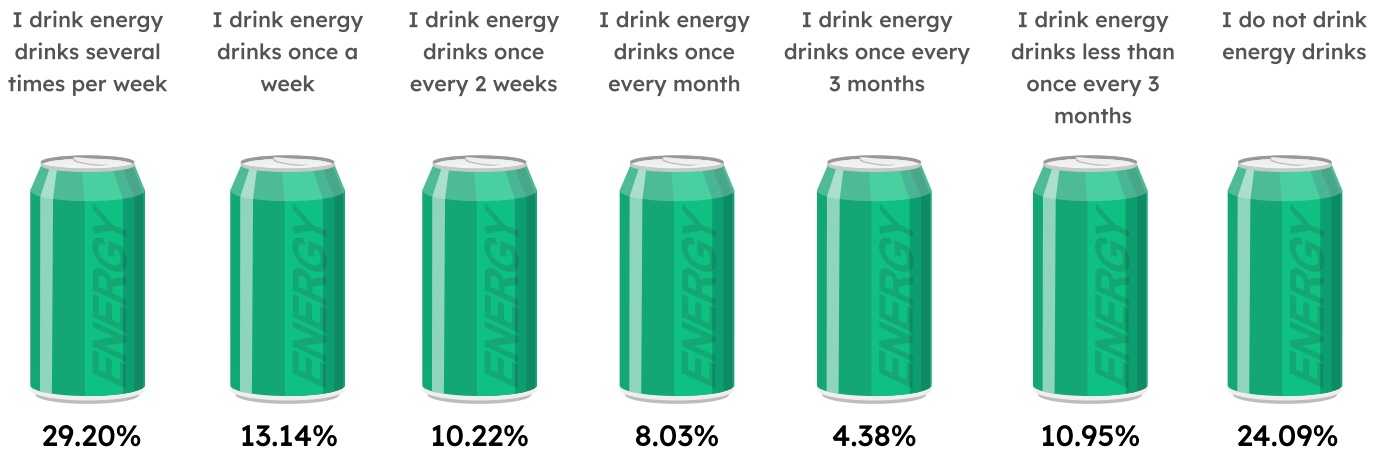
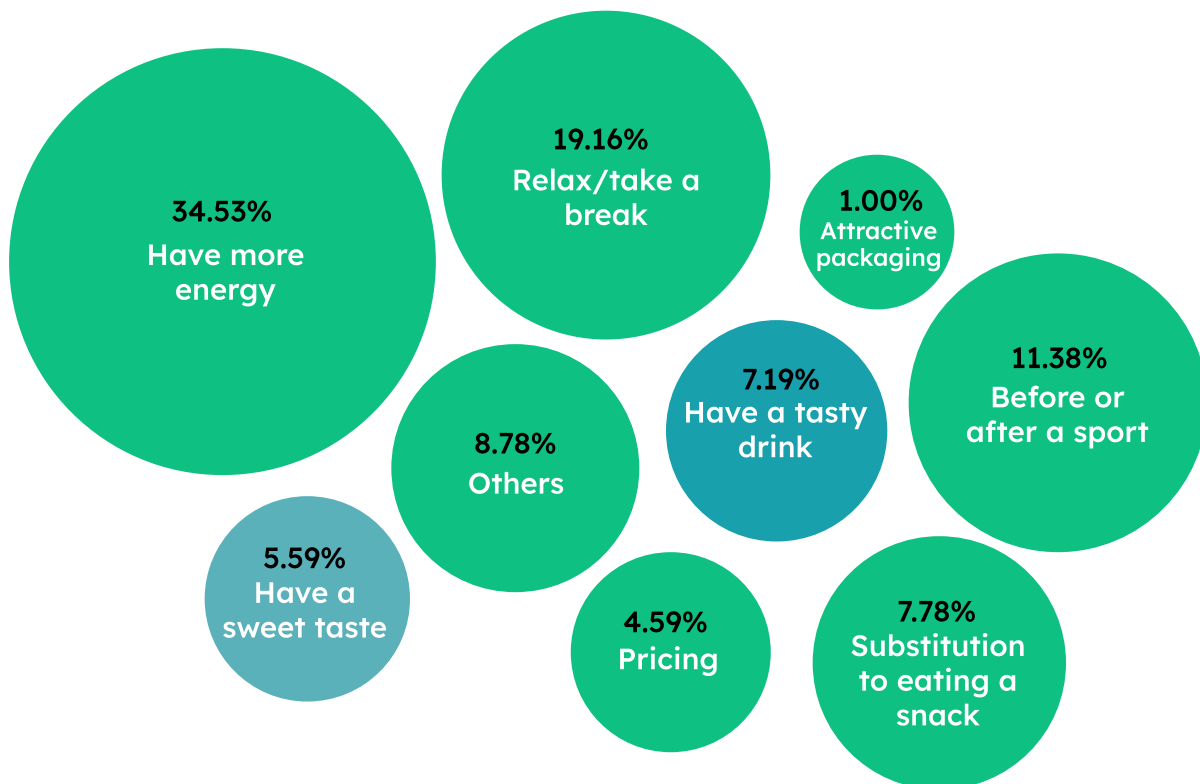


Fig 37. Top reasons for consuming energy drinks

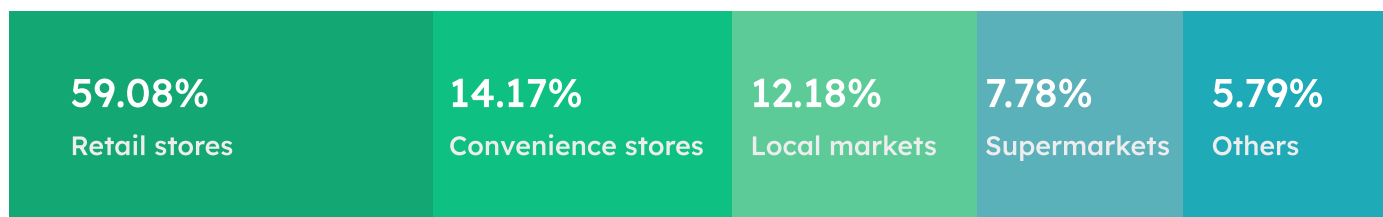


In addition to energy drinks, carbonated soda is also a popular beverage in Cambodia. Many Cambodians have remarked on the accessibility and/or availability (21.96%) of soda brands owing to their popularity. You can find a multitude of soda brands almost anywhere in the country, with the majority of people purchasing their sodas at retail stores (59.08%), convenience stores (14.17%), and local markets (12.18%).

Fig 38. Important influences when buying carbonated soda brands

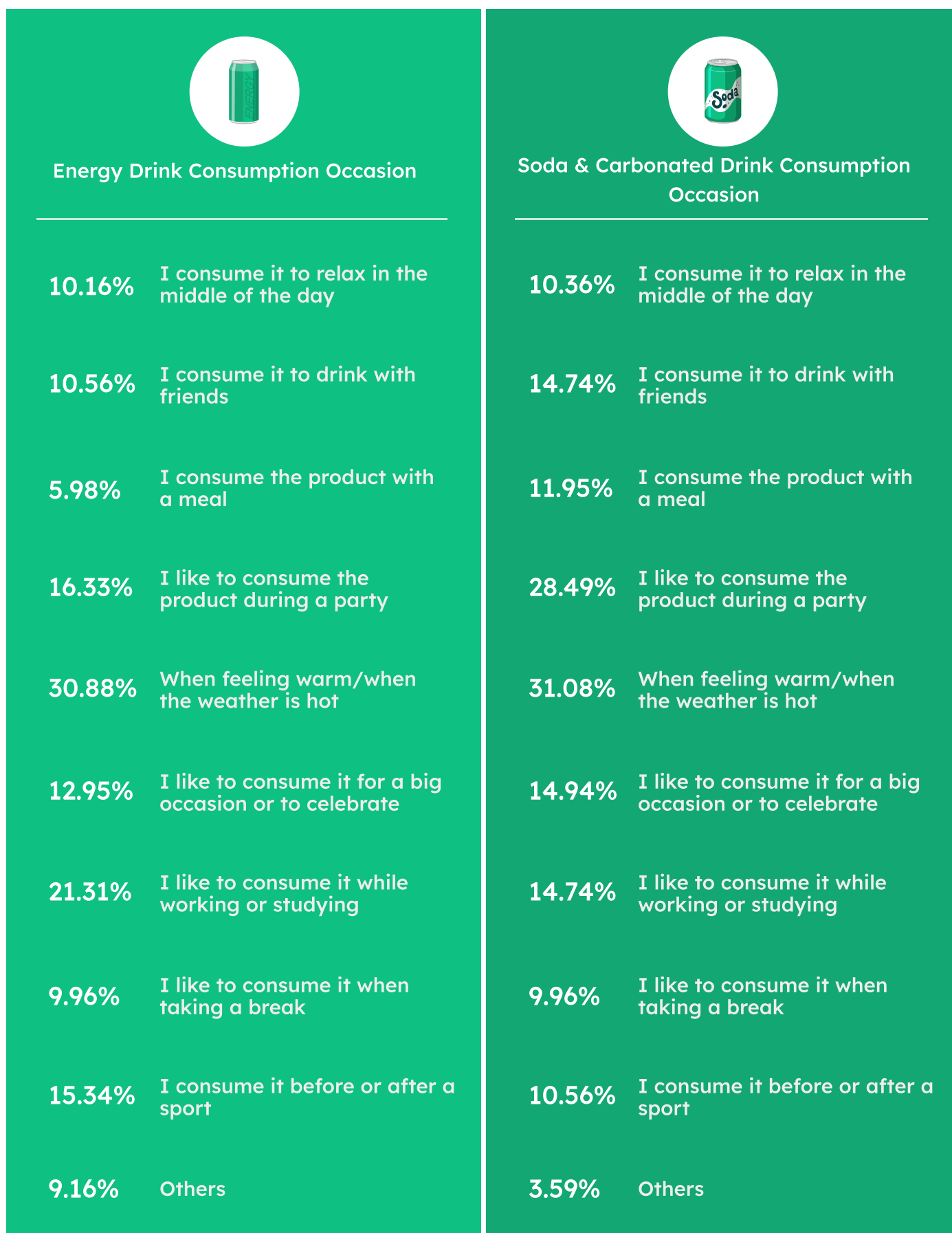


Fig 39. Places to purchase carbonated soda the most



Moreover, its sweet and refreshing taste (38.92%) appeals to many Cambodians, especially in the hot and humid climate (31.08%). Moreover, this popular beverage is often a go-to for parties (28.49%), big celebrations (14.94%) or merely sharing time with friends (14.74%), highlighting its significance during social gatherings.

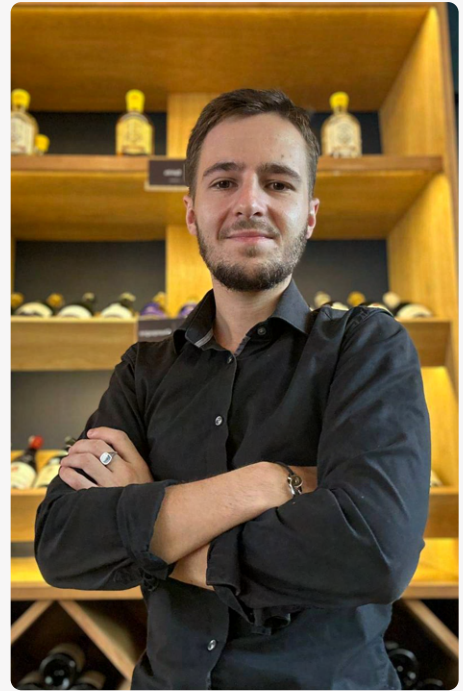
Fig 40. Comparing occasions to consume energy drinks and carbonated soda drinks



Fabio PILLIAT

Monsieur Wine & Beyond

Monsieur Wine & Beyond is designed to provide an amazing and unforgettable experience for all wine lovers in Cambodia. With 200 sqm dedicated to wine discovery and training, as well as an onsite wine shop and wine bar that offers 120 wines and champagnes from all wine regions of France. There is also a selection of spirits and delicatessen to accompany wine choices. For those looking to enhance their wine knowledge, there is a wine-tasting room available for private events and master classes and the venue also hosts training and events to further expand wine expertise.



Scan here to visit <https://www.facebook.com/MonsieurWineShopBar/>

Dining out is very popular in Cambodia, however, food delivery apps have also gained popularity in recent years due to their convenience. These apps have made it easier for people to order food from their favourite restaurants and can be enjoyed in the comfort of their own homes. As a result, food delivery apps have impacted the demand for dining out in Cambodia to some extent, but they have not completely replaced the experience of dining out.

Dining out in Cambodia is also very community and group-based, which is reflective of local culture. However, we have also observed a trend towards individual dining experiences.

As a French culture-oriented wine bar, we recognise the importance of both community and individual experiences and have designed our services accordingly. We strive to provide a memorable and enjoyable dining experience that caters to both group and individual preferences.

Overall, our strategy is to provide a consistently excellent on-site experience that keeps our customers coming back, combined with effective marketing efforts that reach new audiences and reinforce our brand image. By focusing on both aspects of our business, we hope to continue to grow and thrive in a competitive market.

About the consumer report

Standard Insights' consumer reports are a comprehensive reflection of the general public's viewpoints. Every year, the company strives to facilitate stronger connections between organizations and consumers by providing extensive information to guide their strategies and communications. These reports are compiled from surveys of thousands of nationally representative individuals on various topics. The surveys are conducted in the local language and later translated into English. What's more, Standard Insights uses its innovative methodologies that do not rely on consumer panels, ensuring each respondent is unique. Visit [our website](#) to gain deeper insights into global consumers.

Country-Specific Consumer Report

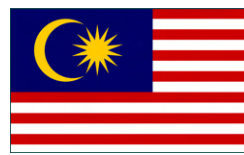
Discover the consumer trends, industry perceptions, and consumption habits in each country. Gather the essential insights you need to comprehend your target audience and uncover market opportunities.



Cambodia



Indonesia



Malaysia



Philippines



Myanmar



Thailand



Vietnam



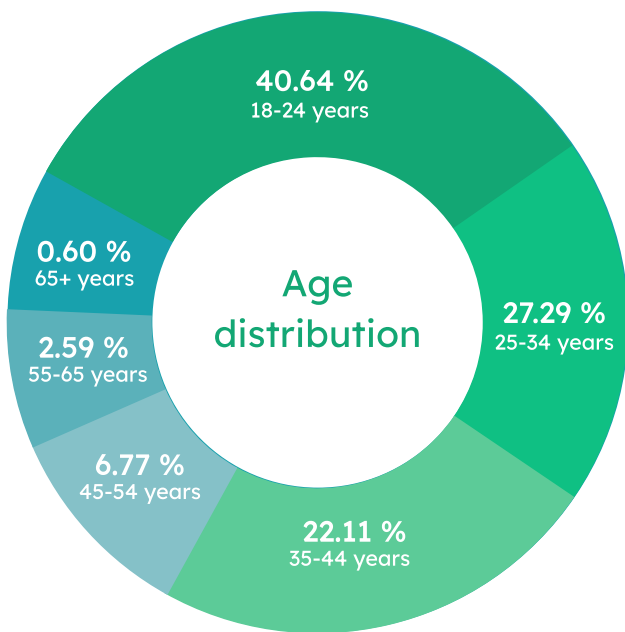
Hong Kong

Methodology

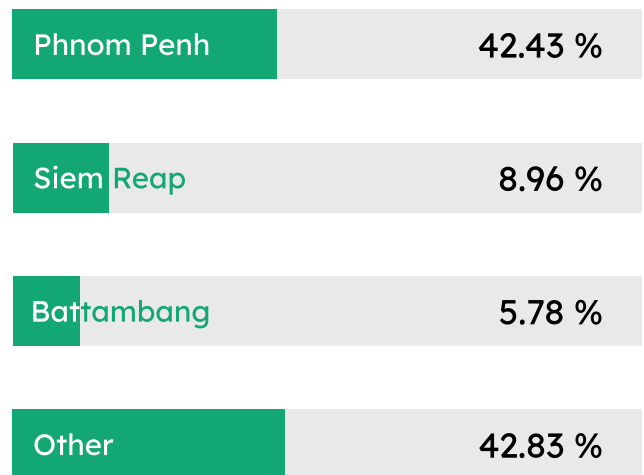
Total number of respondents: 1,004

In order to be qualified for the research and ensure the relevance of the data gathered, the respondents needed to have the following characteristics:

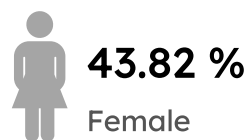
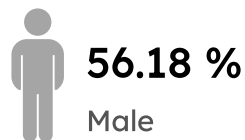
- Live in Cambodia
- Be over 18 years old
- Have a minimum household income of 250 USD



Location



*Note: Respondents not living in Cambodia were removed from the survey.



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Prospecting Mission - 900 sqm Office Space - Administrative and Operational Support - EoR and Payroll Services - Distribution and Installation of Flooring
Support - EoR and Payroll Services - Distribution and Installation of Flooring for Professionals - Architectural Sails - Meeting Rooms and Removable P
for Professionals - Architectural Sails - Meeting Rooms and Removable Partitions Solution - Sports Equipment - Co-investments - Growth Marketing
and Removable Partitions Solution - Sports Equipment - Co-investments - Growth Marketing - Market Entry Strategy - Prospecting Mission - 900 sqm

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