

Press Release

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Evolving View on Longevity: For Filipinos, Quality of Life Outweighs Lifespan - Manulife Asia Care Survey 2025

- *Survey of 1,000 consumers in the Philippines shows Filipinos value independence, quality of life, and purpose over longer life spans.*
- *Despite rising health concerns, especially among those aged 25-34, most Filipinos surveyed do not take sufficient preventive health actions.*
- *Amid widening retirement savings gap, Filipinos see the link between finances and health but remain underprepared for retirement.*
- *Many Filipinos place excessive reliance on cash as a placeholder investment, increasing the risk that they might outlive their savings in the face of potential longer life expectancy.*

MANILA, Philippines – A shift in how Filipinos view longevity is emerging, as they prioritize quality of life more than simply living longer as they age, according to the Manulife Asia Care Survey 2025: *"Embracing Longevity: Enjoying a Better Life."* The comprehensive study, which surveyed 1,000 Filipinos, revealed that only 13% of respondents chose living a longer life as their top wish when they consider their older years, while 26% prioritize financial independence and 17% value staying physically, mentally, and socially active.

The [Manulife Asia Care Survey 2025](#), which ran in January and February, explored attitudes around how the region views longevity, as global life expectancies continue to rise.

Among those who value quality of life over lifespan, the respondents' desired lifespan averages 69 years—below the [national life expectancy](#), which is projected to reach 73.2 by 2050—suggests a preference for a life of purpose, vigor, and independence over sheer longevity.

"Filipinos are redefining what it means to live a good life," said **Rahul Hora, President and Chief Executive Officer, Manulife Philippines**. "They are no longer focused solely on longevity. Instead, they want to live better—with freedom, dignity, and the ability to enjoy life on their own terms. This shift challenges us to rethink how we support them—not just with insurance, but with holistic solutions that enhance their quality of life."

Health concerns continue to rise, especially among younger Filipinos

The survey also revealed that health issues are a growing concern, particularly among Filipinos aged 25-34. Nearly 44% of respondents reported experiencing physical or mental health problems



that affect their daily lives. Despite this, most Filipinos surveyed are not taking enough preventive action.

On average, more than half of the survey respondents engage in only 5 out of 17 recommended preventive health measures that can support a longer, healthier life. Critical indicators of long-term health—such as muscle mass and oxygen uptake—are monitored by just 16% of participants. These metrics are scientifically linked to longevity and overall vitality yet remain largely overlooked.

Despite this, 74% believe their current health habits are sufficient to protect their health as they age.

“There is a clear gap between awareness and action. Filipinos understand the importance of health, but many are not taking the necessary steps to protect it,” added Hora. “This disconnect could lead to long-term vulnerabilities, which will be challenging to address later in life. To bridge this gap, we encourage Filipinos to take more proactive steps, such as scheduling regular check-ups, adopting healthier lifestyle habits, and seeking guidance from healthcare professionals, to help safeguard their overall health and well-being.”

Filipinos face a retirement savings gap

The survey also highlighted the strong relationship between financial stability and health outcomes. A significant 80% of respondents believe that their financial well-being directly affects how long they can remain physically healthy. Similarly, 76% say it impacts their mental health and emotional resilience.

However, despite this awareness, the average retirement savings among Filipinos is only PHP 630,000—16% of the PHP 3.85 million they estimate they will need to retire comfortably.

“Filipinos recognize that wealth and health are deeply connected,” said **Aira Gaspar, President and Chief Executive Officer, Manulife Investments Philippines**. “However, their current savings and investment behaviors do not necessarily reflect this awareness. The gap between what they have saved and what they will need could compromise their ability to live independently and with dignity in later years.”

Retirement planning: A shift in priorities, but gaps remain

When it comes to preparing for retirement, cash remains king for many Filipinos. The survey found that 66% view keeping their money in cash or fixed deposits as one of their top 2 priorities, while 51% express they want to invest in property. However, more than half (54%) also expressed a desire for steady income streams during retirement—something that cash-heavy portfolios may not be able to provide, especially in the face of inflation and rising healthcare costs.

“We are seeing a shift in how Filipinos think about retirement,” Gaspar noted. “While they are starting to realize that relying solely on property or savings may not be enough, many still hold



excessive cash, which raises their longevity risk or the risk that they might outlive their savings, particularly in the face of potential longer life expectancy.

Gaspar added, "At Manulife Investments, we empower Filipinos to create more holistic wealth portfolios by giving them diverse and affordable investment choices, which they can use as building blocks to mobilize their savings, receive recurring income streams and achieve financial independence throughout their lifetime. Today, Filipinos can choose from our suite of 22 unit investment trust funds (UITFs), including six income-paying UITFs, spanning multi-asset, fixed income, equity and real estate investment trusts (REITs) asset classes that can be accessed for as little as Php1,000."

The value of professional financial advice is also evident in the data: 70% of those who work with financial planners believe they will have enough funds for retirement, compared to only 38% of those without such guidance.

Supporting Filipinos' fresh definition of Longevity

As Philippine life expectancy continues to increase in the coming years, the need for comprehensive health and wealth planning becomes critical.

"The message from Filipinos is clear—they want to age with dignity, maintain their independence, and have the financial freedom to do what matters to them," Hora concluded. "At Manulife, we are committed to evolving our products and services to support this vision. That means offering solutions that go beyond medical and critical illness coverage to address health protection needs and offering investment options that can provide reliable income streams for a better, more fulfilling life."

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About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website manulife.com.ph and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

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