



Sweden  
Sverige



# BUSINESS CLIMATE SURVEY OF SWEDISH COMPANIES IN THE PHILIPPINES 2025

A REPORT FROM TEAM SWEDEN IN THE PHILIPPINES

# TABLE OF CONTENTS

**FOREWORD..... 3**  
**EXECUTIVE SUMMARY..... 5**  
**ECONOMIC OUTLOOK..... 6**  
**THE MARKET ..... 11**  
**HOW SWEDISH COMPANIES SUCCEED IN THE PHILIPPINES ..... 17**  
**ACTING SUSTAINABLY ..... 20**  
**ABOUT THE SURVEY ..... 23**  
**CONTACT US ..... 25**

## KEY CONTRIBUTORS TO THIS REPORT

**Business Sweden in the Philippines**  
Johan Lennefalk  
Gerard Hunting-Tuazon  
Jayne Yang

**Embassy of Sweden in the Philippines**  
Anna Ferry  
Giselle Yap

# FOREWORD

Sweden and the Philippines enjoy a steadily deepening bilateral relationship built on shared values, growing economic engagement, and meaningful people-to-people connections. While the Swedish community in the Philippines remains relatively small, it is highly engaged—particularly in areas such as sustainable development, innovation, trade and investments. At the same time, the Filipino community in Sweden plays an increasingly visible role in key sectors, including healthcare, technology, and education. These cross-border professional and cultural linkages continue to strengthen mutual understanding and create a foundation for long-term collaboration.

Swedish companies have maintained a presence in the Philippines for decades. Several firms established operations in the country as early as the 1950s and 1960s, long before Swedish exports to Asia gained broader momentum. These early movers have since been joined by a new wave of Swedish businesses exploring the country's expanding consumer market, its established manufacturing sectors, and its global role as a hub for business process services.

This publication marks the first-ever Business Climate Survey for Swedish companies in the Philippines. It reflects the experiences, insights, and outlook of Swedish businesses across sectors—from industrial technology to healthcare, from energy to professional services. The survey provides a structured understanding of how Swedish firms perceive the local business environment and how they are navigating both longstanding challenges and emerging opportunities. According to the survey, recent Philippine government reforms, public-private dialogues, and infrastructure programs are seen as steps in the right direction by many Swedish firms. However, challenges related to bureaucratic inefficiencies, customs, infrastructure and a low level of digitalisation are raised as concerns.

Team Sweden in the Philippines—composed of the Embassy of Sweden and Business Sweden in Manila —will use the findings of this report for future dialogue and engagement with partners in both the private and public sectors.

We are grateful to all companies who participated and shared their insights with us. Your contribution has made this first ever Business Climate Survey in the Philippines possible. Maraming salamat! Tack! Thank You!



**Anna Ferry**  
Ambassador of Sweden  
to the Philippines



**Johan Lennefalk**  
Trade Commissioner,  
Business Sweden  
Philippines

# 31 respondents the Philippines

## Current business climate

# 41%

of Swedish companies perceive the business climate as good in the Philippines

## Industry turnover

# 58%

of Swedish companies expect their industry turnover to increase

## Future investments

# 55%

of Swedish companies plan to increase their investments slightly or significantly in the next 12 months

## Globally valued success factors

1. Collaboration
2. Cost efficiency
3. Brand awareness

## Brand Sweden

# 87%

of Swedish companies consider Brand Sweden beneficial for business

## Local conditions with high satisfaction

1. Local network
2. Work culture
3. Personal safety

## Local conditions with least satisfaction

1. Physical infrastructure
2. Customs
3. Level of digitalisation

## Environmental considerations

# 48%

of respondents believe environmental considerations are a factor in their customers' purchasing decisions

## Corruption

Exposure to corruption remains a concern – particularly in interactions with public bodies

## Human rights violations and labour rights abuse

Swedish companies in the Philippines perceive the risk of human rights violation and labour rights abuse as low

# EXECUTIVE SUMMARY

**The Philippines stands out as one of Asia's most dynamic and resilient economies**, having outpaced both regional and Southeast Asian growth averages in 2024 and maintaining a strong growth trajectory through 2027. This momentum is anchored in a robust combination of demographic strength, sustained consumption, ongoing structural reforms, and accelerated infrastructure development. 31 Swedish companies responded to this Business Climate Survey.

**More than half of Swedish companies in the Philippines plan to increase their investments slightly or significantly in the coming 12 months. They also report stable financial performance, with 55 per cent achieving profitability in 2024.** The overall market outlook remains optimistic in the Swedish business community, with 58 per cent of the companies expecting their industry turnover to increase in coming years.

**Key sectors where Swedish companies are performing well include energy, industrial equipment, and professional services.** Energy companies are particularly well-positioned to support the Philippines' renewable energy targets, benefiting from the country's strong commitment to sustainability. Swedish industrial firms leverage the Philippines' growing manufacturing base, while tech-enabled consultancies and professional services enjoy robust demand driven by the expanding outsourcing sector. The Philippines' increasing need for digital transformation further enhances prospects for Swedish companies in this space.

**Eighty-seven per cent of companies say the Swedish brand supports their business, with nearly one in three citing it as a strong contributor.** Swedish companies—known for their innovation, quality, and safety—continue to enjoy a strong brand reputation in the Philippines. This reputation helps Swedish businesses differentiate themselves in a competitive market and build trust with both local consumers and government stakeholders. Companies also expressed that highly satisfactory factors in the Philippines are the local network of suppliers, service providers and distributors, the work culture and workforce, personal safety and labour market regulations.

**While sustainability remains secondary to price for most consumers, there is an increasing demand for sustainable products and services in industrial sectors.** As sustainability becomes a more significant factor for business success, Swedish firms are well-positioned to capitalize on the growing trend toward green technologies and responsible business practices.

**Despite the Philippines' positive economic trajectory, companies still face significant challenges that limit their growth.** Companies expressed that they are hopeful but continue to deal with regulatory complexities and infrastructure issues that hinder smooth operations. Forty-one per cent of respondents consider the business environment "good" or "very good." While larger firms, especially those in industrial and professional services, express more confidence in the market, smaller and newer companies reply that they face difficulties, with profitability rates significantly lower. Some challenges mentioned by companies are bureaucratic inefficiencies, complex customs procedures and tax systems, and infrastructure constraints. These challenges are particularly pronounced for smaller businesses and newer market entrants. Companies are calling for continued reforms to improve the consistency and efficiency of government processes, especially in digitalization and tax systems, to make the market more competitive.

**The Philippine government has recognized these challenges and continues to push forward infrastructure and regulatory reforms aimed at improving the business environment.** Key initiatives such as the "Build Better More" (BBM) program, focused on critical infrastructure development, and the Ease of Doing Business Act, which seeks to streamline processes and reduce red tape, are seen as positive steps toward improving the local business climate. These efforts are expected to alleviate many of the operational challenges that foreign companies, including Swedish firms, face and to create a more conducive environment for growth.

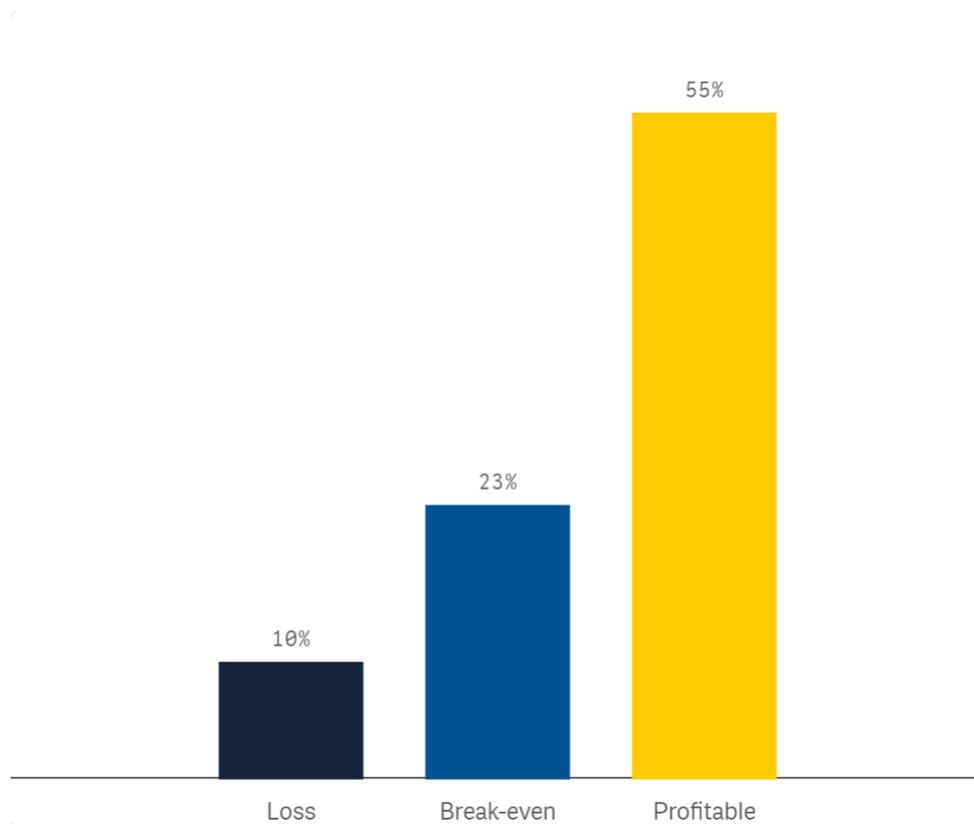
# ECONOMIC OUTLOOK

## Swedish companies in the Philippines are largely profitable

The 2025 Business Climate Survey reveals that most Swedish companies in the Philippines maintained a stable financial footing in 2024. Over half (55 per cent) reported profitability, while an additional 23 per cent broke even. However, the results differ depending on firm size, sector, and market presence. Large enterprises and companies that have been present in the Philippines for a long time continue to be outperforming—with 75 per cent and 71 per cent reporting profitability, respectively. Small and medium-sized enterprises, as well as newer market entrants, face more pronounced challenges. Only around 20–25 per cent of these respondents report being profitable, highlighting difficulties in scaling operations, managing costs, and navigating the complexities of the local business environment.

Sector-wise, professional services firms report the strongest performance, with 60 per cent posting profits and none reporting losses. This reflects sustained demand for advisory, IT, and back-office services bolstered by the Philippines' educated, English-speaking workforce and global outsourcing reputation. Industrial companies also performed well, with 57 per cent profitability, although break-even results may indicate pressures from input costs and logistics constraints. Consumer-facing firms, however, present a more volatile situation—only 40 per cent were profitable, with several operating at a loss. This sector is often exposed to rapid shifts in consumer sentiment and consumer pricing sensitivity.

### HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL PERFORMANCE IN THE PHILIPPINES IN 2024?



NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## The Philippines leads Asia in growth through 2027

The Philippines has established itself as one of the most dynamic economies in Asia, exceeding both regional and Southeast Asian growth averages in 2024 and maintaining a solid trajectory through 2027 despite current downward global risks. This sustained performance is underpinned by a combination of structural strengths: a large and young population, resilient household consumption, and ongoing economic reforms. However, these gains remain exposed to climate-related disruptions, as the Philippines is consistently ranked among the most disaster-prone countries globally, placing first out of 193 nations in the 2023 World Risk Index. Frequent typhoons, flooding, and earthquakes pose ongoing challenges to human development, economic resilience, infrastructure integrity, and supply chain stability.

With over 115 million inhabitants—more than half of whom are around the age of 25—the Philippines benefits from a digitally engaged and increasingly urbanized consumer base. Remittances from more than 10 million overseas Filipinos continue to provide a stable foundation for domestic spending, while the expansion of the middle class supports long-term demand across key sectors. Meanwhile, the country's historical ties to the West, particularly the United States, have resulted in a distinctive mix of Asian and Western business practices. This cultural compatibility, combined with high English proficiency—especially among professionals—contributes to a smooth market entry, training, and operational integration for international firms, including Swedish companies.

At the policy level, reforms in taxation, digital governance, and trade facilitation have enhanced the overall investment climate. Nevertheless, longstanding issues persist. Bureaucratic inefficiencies, infrastructure congestion, and inconsistent regulatory enforcement continue to present challenges. To address these concerns, the Philippine government is implementing reforms under the Ease of Doing Business Act, with efforts to streamline permits and approvals, and public investments in digital infrastructure. A key public institution in these reforms is the Anti-Red Tape Authority (ARTA), which has intensified its efforts to reduce procedural bottlenecks, automate licensing processes, and mandate strict timelines for government agencies to act on business applications. ARTA's initiatives, such as the Central Business Portal and the e-BOSS (Electronic Business One-Stop Shop) framework, aim to create more transparent and efficient service delivery for investors.

Complementing these regulatory reforms, the government has placed significant emphasis on infrastructure development, with President Ferdinand “Bongbong” Marcos Jr.'s “Build Better More” (BBM) program aiming to maintain infrastructure spending at 5–6 per cent of GDP through 2028. The program includes over 200 projects, valued at an estimated USD 178 billion, which will address historic bottlenecks in logistics, mobility, and digital access. Key undertakings such as the Metro Manila Subway, North-South Commuter Railway, Subic–Clark–MANILA–Batangas freight railway, and multiple airport expansions are beginning to alleviate infrastructure challenges, to mention a few. These investments are vital not only for improving business efficiency but also for fostering inclusive growth, especially in the country's more remote islands. By improving regional infrastructure, the Philippines is enhancing its attractiveness as a production base and export gateway within ASEAN.

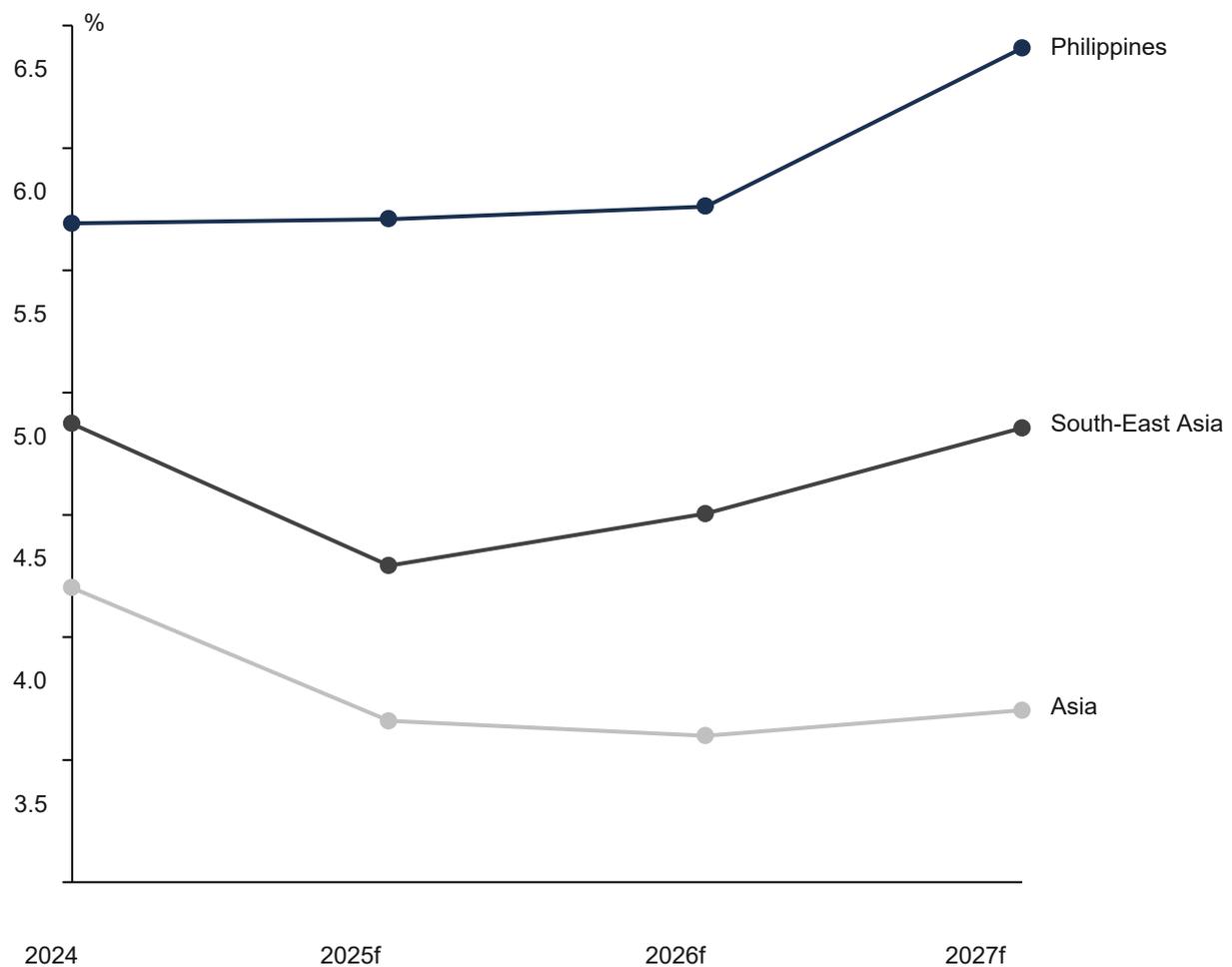
Despite strong domestic fundamentals, the Philippines remains exposed to external risks—most notably, the potential reintroduction of protectionist trade measures in the United States. A second wave of tariff escalations could have far-reaching implications. In the near term, Philippine exporters may benefit from trade diversion as U.S. buyers seek alternatives to Chinese goods. Sectors such as electronics, garments, and processed food could experience increased demand—provided Philippine products remain exempt from any new tariff measures. However, if such protectionist policies contribute to a broader global economic slowdown, the resulting decline in consumer demand may weigh on the country's overall export performance.

At the same time, the Business Process Outsourcing (BPO) sector—one of the Philippines' most significant economic drivers—could face indirect pressure. While less exposed than goods exports, the sector is highly dependent on U.S. corporates. A sustained rise in operating costs may lead American companies to scale back outsourcing, potentially dampening demand for Philippine IT and customer service functions. That said, the BPO industry remains relatively resilient, as outsourcing continues to serve as a cost-saving strategy for many companies.

In parallel with domestic reforms, the Philippines has resumed negotiations for a Free Trade Agreement (FTA) with the European Union, aiming to enhance the ease of doing business by lowering tariffs, simplifying customs procedures, and creating a more predictable trade environment for European—including Swedish—companies operating in the country. The FTA is expected to boost relations and secure preferential market access for the Philippines, with the Department of Trade and Industry (DTI) targeting a conclusion by 2027.

In conclusion, the Philippines presents a compelling investment case—anchored by solid macroeconomic fundamentals, a young and growing population, and a resilient, consumer-driven domestic market. Yet, to fully unlock this potential, businesses must not only navigate the evolving global trade environment but also incorporate climate and disaster risk mitigation into their operations. Building resilience—whether through infrastructure, partnerships, or supply chain planning—will be essential for long-term success in this dynamic and high-opportunity market.

### PROJECTED GDP GROWTH IN THE PHILIPPINES



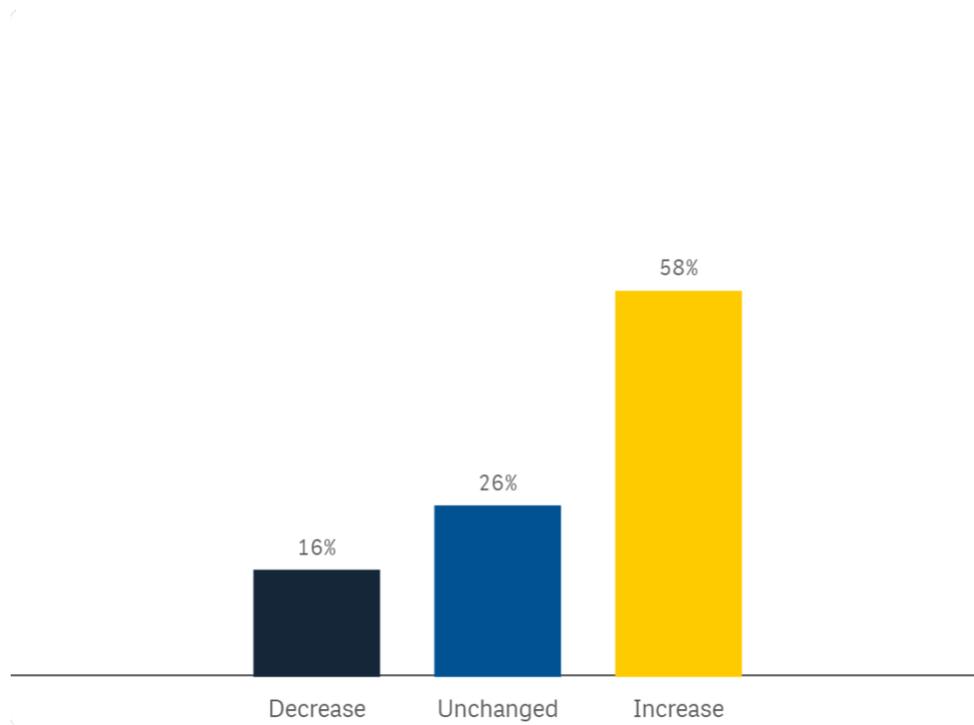
NOTE: Constant prices.

SOURCE: Oxford Economics 11 March 2025

## Positive industry outlook among Swedish companies

Looking ahead to the next 12 months, Swedish companies in the Philippines are generally optimistic about their industry's performance. Many respondents (58 per cent) expect their turnover to increase, signalling a positive outlook for business growth. Meanwhile, 26 per cent anticipate turnover will remain unchanged, indicating stability within their respective sectors. Only 16 per cent of respondents foresee a decrease in turnover, suggesting that most companies are confident in their ability to navigate challenges and capitalize on opportunities in the coming year.

## COMPARED TO THE DEVELOPMENT IN THE PAST 12 MONTHS, WHAT ARE YOUR EXPECTATIONS FOR THE COMING 12 MONTHS FOR YOUR INDUSTRY IN THE PHILIPPINES REGARDING TURNOVER?



NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

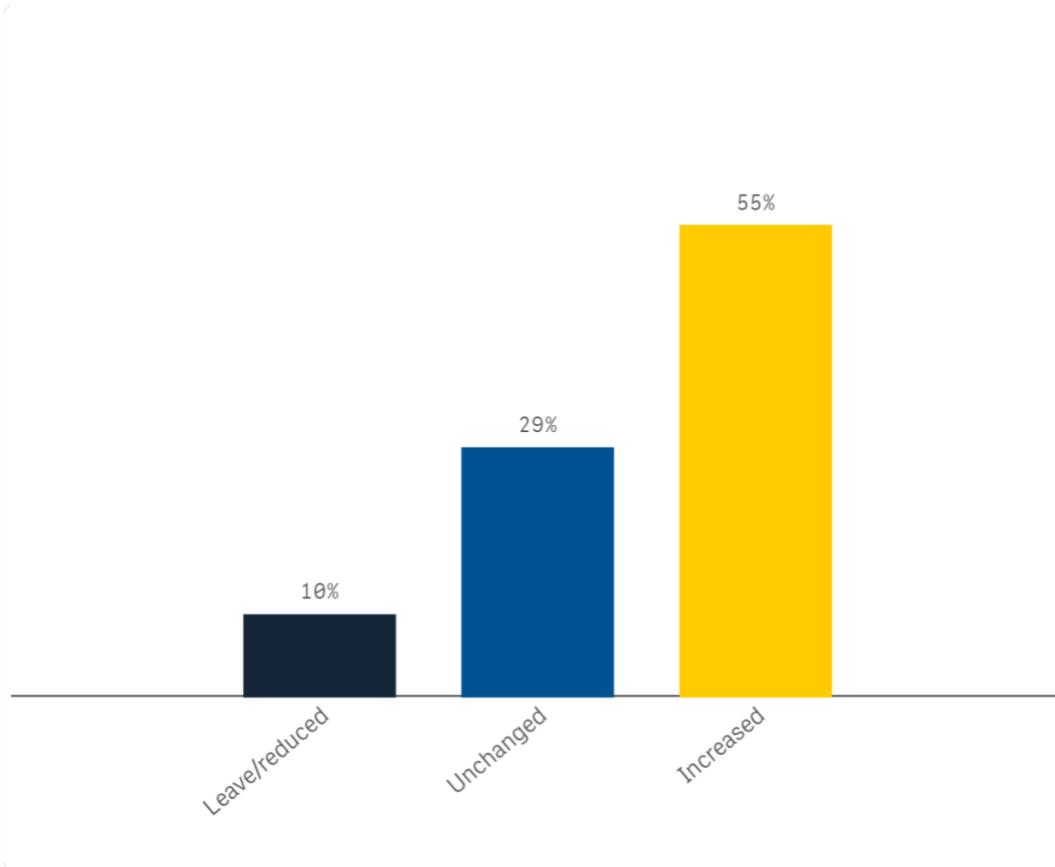
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## Strong investment intent signals confidence in the Philippine market

Swedish companies are expanding in the Philippines. This trend signals rising confidence in the Philippine market. Seventeen out of 31 responding companies reported increased investments in 2024. These range from new regional sales offices and warehouses to improved office space and additional manpower, particularly in growth corridors beyond Metro Manila. Smaller companies are especially active, with nearly all indicating plans to scale up operations driven by agility, niche offerings, and optimism about long-term demand.

Large firms also continue to deepen their presence, often citing a growing consumer middle class and improved policy engagement as enabling factors. Another nine companies plan to maintain current investment levels, reflecting stable performance and long-term commitment. Only three companies are reducing investments, largely due to restructuring or sector-specific challenges in consumer markets.

Among sectors, professional services firms are the most expansionary—eight out of ten are increasing investments—driven by demand for consulting, legal, finance, and tech-related support in a diversifying economy. Industrial firms are also investing, albeit with more caution, due to considerations around logistics, energy costs, and regulatory environments in manufacturing-heavy zones.

**WHAT ARE YOUR COMPANY'S INVESTMENT PLANS FOR THE COMING 12 MONTHS IN THE PHILIPPINES, COMPARED TO THE PAST 12 MONTHS?**

NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

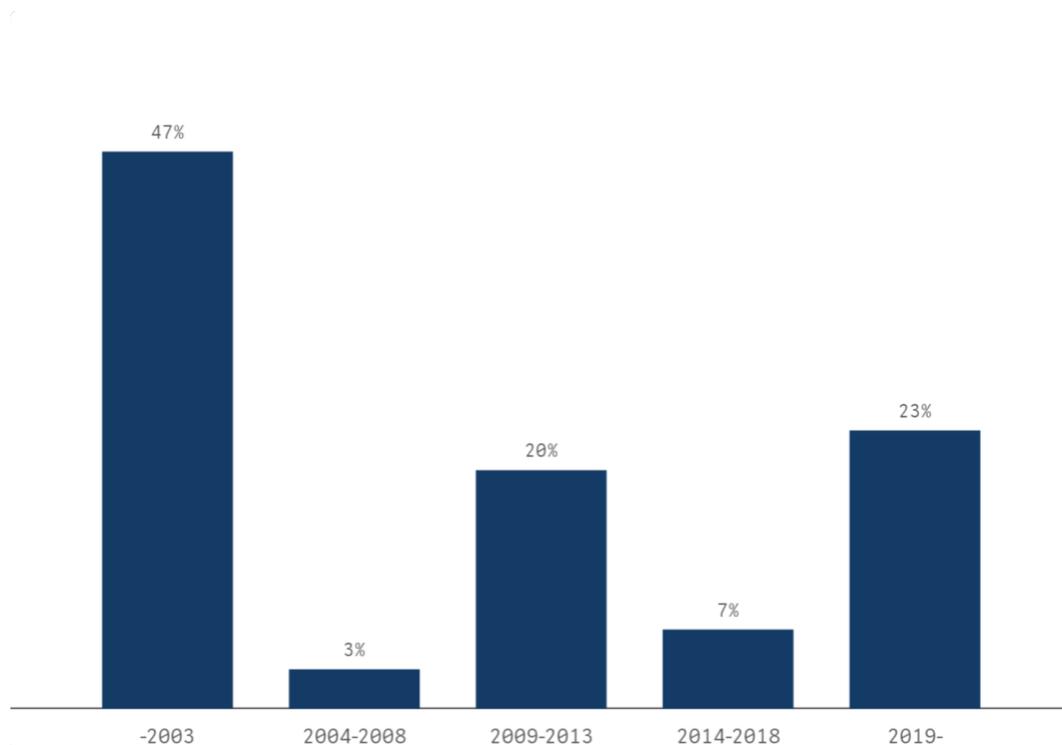
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025

# THE MARKET

## Swedish companies have a longstanding presence and broad sector footprint

Several Swedish companies have built a deep-rooted presence in the Philippines, with nearly half (14 out of 31 respondents) having established operations prior to 2003. This longstanding engagement reflects sustained confidence in the market and a strong understanding of local dynamics. A new wave of firms has also entered in recent years—seven companies launched operations from 2019 onwards—showing that the Philippines continues to attract additional investments from Sweden, particularly as the economy grows more service and consumer oriented.

### IN WHAT YEAR DID YOUR COMPANY ESTABLISH OPERATIONS IN THE PHILIPPINES?

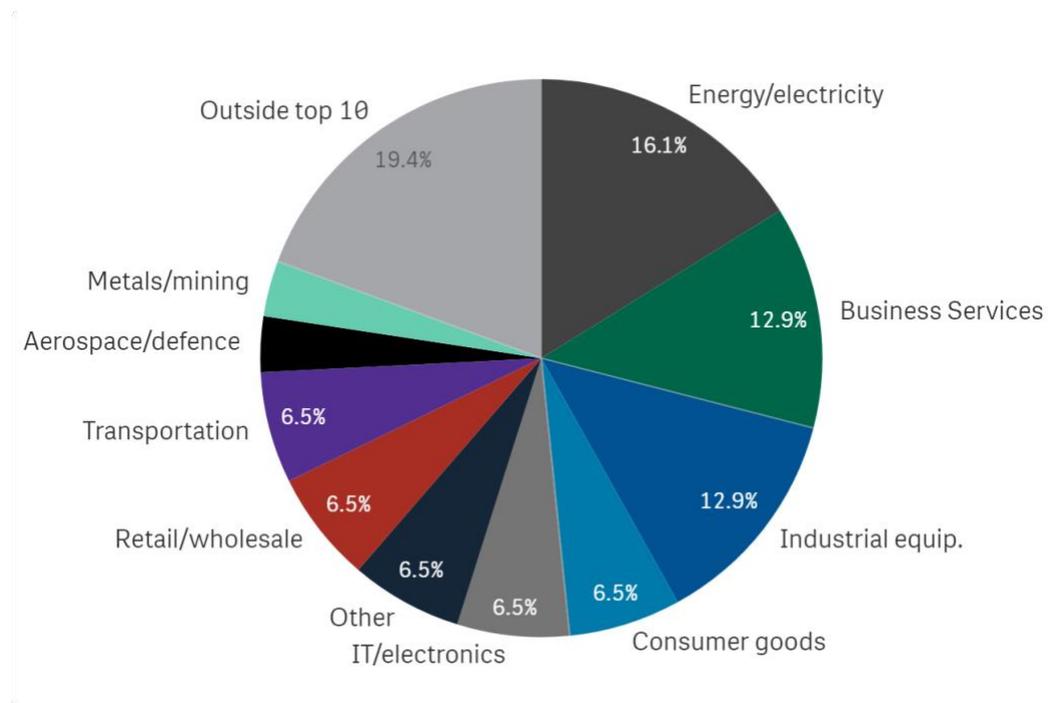


NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

Swedish companies in the Philippines are active across a broad range of industries, but a majority of companies are from three sectors: energy, industrial equipment, and professional services, aligned with the Philippines' strategic priorities and sectoral strengths. In energy, Sweden's clean technology expertise directly supports the Philippines' ambitious renewable energy targets of 30 per cent by 2030 and 50 per cent by 2040, with parallel initiatives in areas such as grid integration, energy efficiency, and sustainable infrastructure. In industrial equipment, Swedish firms contribute to the country's manufacturing base—especially in the food and beverage sector, which accounts for over half of the Philippine manufacturing output—by providing technologies for automation, processing and safety solutions that enable scalable and compliant production. Meanwhile, the Philippines' global position as a business processing outsourcing powerhouse creates fertile ground for Swedish professional services and tech-enabled consultancies, which bring in-depth experience in digital transformation, process optimization, and high-value knowledge work.

### WHAT IS YOUR COMPANY'S MAIN INDUSTRY IN THE PHILIPPINES?

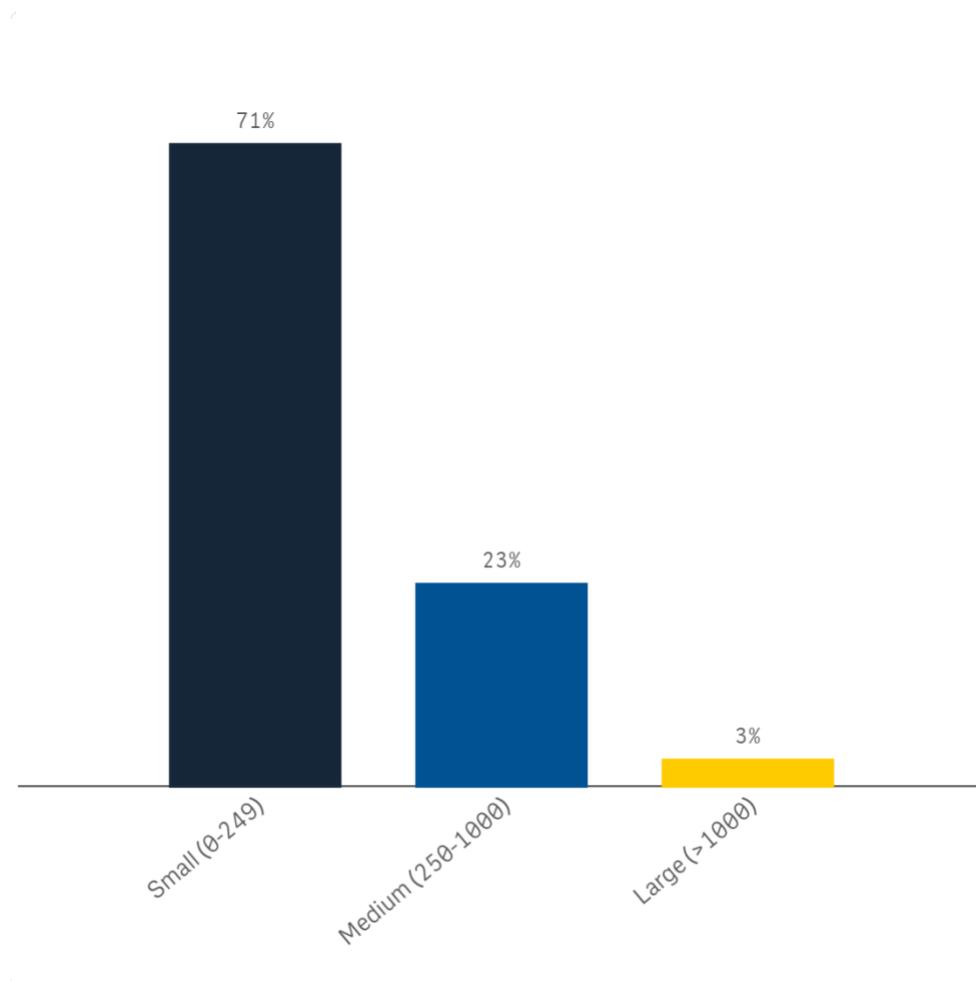


NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

In terms of local employment, the majority of the companies maintain lean to mid-sized teams, with most employing up to 249 full-time staff—reflecting a strategic, scalable approach suited to a variety of sectors. A handful of firms stand out for their larger operations, employing several hundred to over a thousand people.

## SWEDISH FIRMS' LOCAL NUMBER OF EMPLOYEES IN THE PHILIPPINES IN 2025



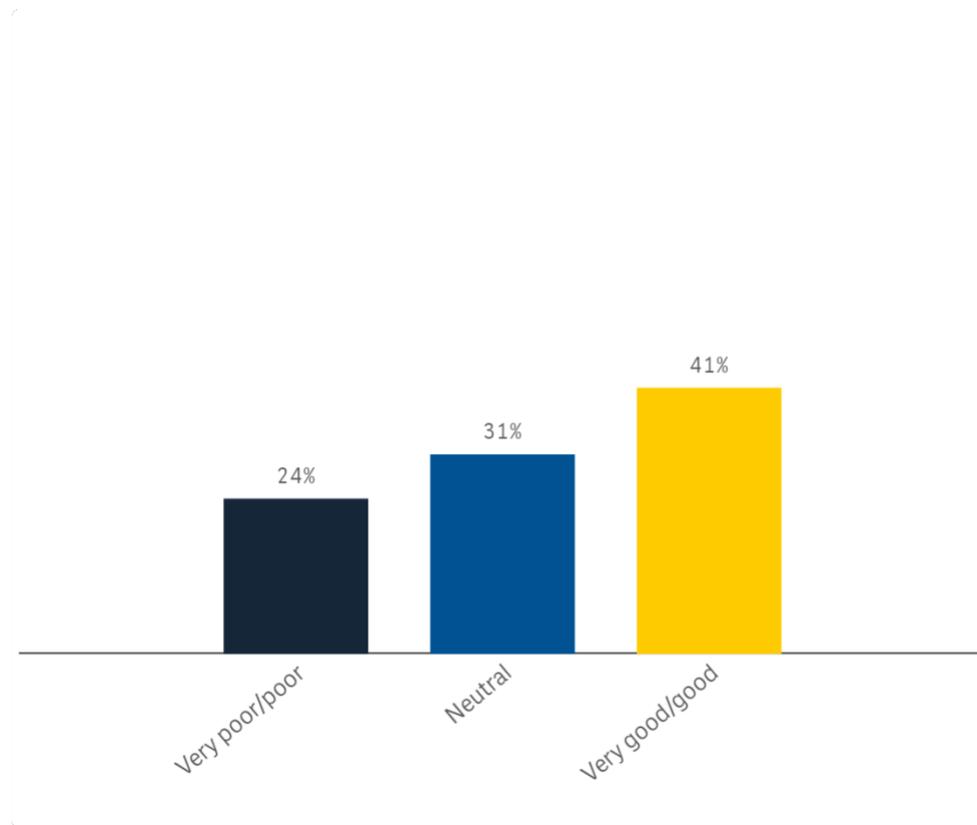
NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## Swedish companies find the environment largely favourable but face challenges with regulations, customs and infrastructure

The current business climate in the Philippines is viewed with cautious optimism. While some firms continue to highlight challenges such as bureaucratic red tape, infrastructure constraints, and regulatory uncertainty, many companies report a positive or neutral outlook. Forty-one per cent of businesses assess the business environment as "good", and another 31 per cent remain neutral. Larger companies, particularly those in the industrial and professional services sectors, are more optimistic, whereas small businesses express a more mixed outlook, with the majority taking a neutral stance. Newcomers to the market are also more cautious, with a higher percentage expressing concern about the business climate.

## HOW DO YOU PERCEIVE THE CURRENT BUSINESS CLIMATE IN THE PHILIPPINES?



NOTE: The number of respondents for this question was 29. "Don't know/Not applicable" responses are included but not shown in the figure.

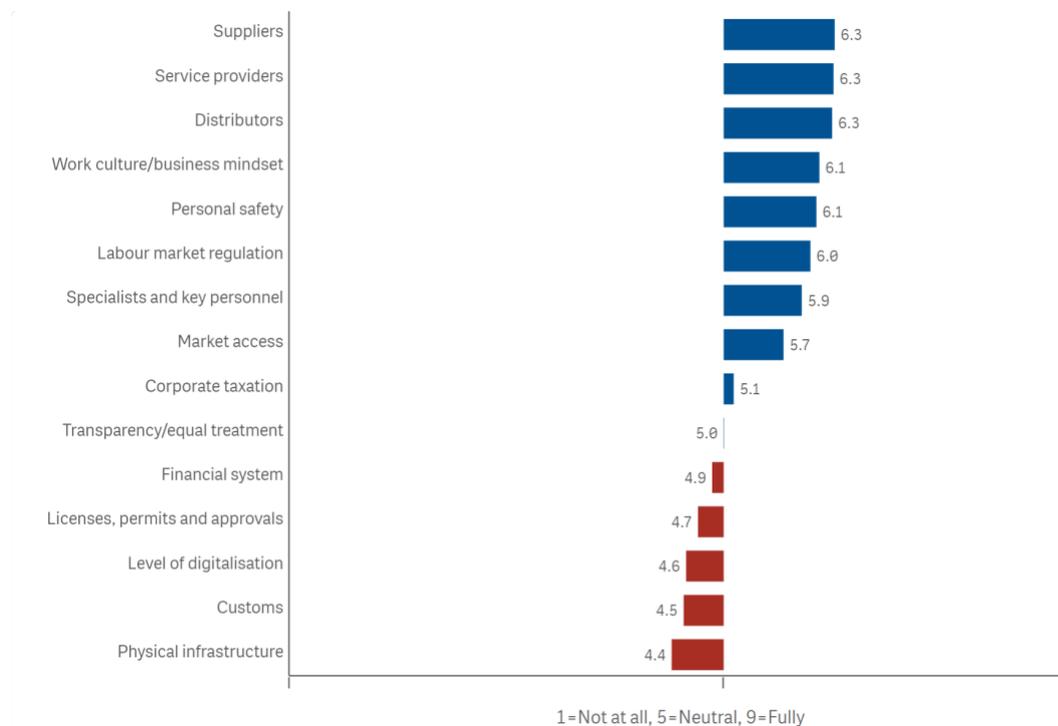
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

There are several factors that meet the needs of the Swedish companies in the Philippines, while some conditions are less satisfactory, as mentioned above. Swedish firms appreciate the Philippines' local network of suppliers, service providers and distributors, the work culture and workforce, personal safety and labour market regulations to mention the outstanding ones.

However, there are notable challenges in certain areas, particularly with regulatory processes, transparency, and physical infrastructure. Persistent infrastructure bottlenecks remain a top concern for many companies. Business leaders note that while recent infrastructure investments are welcomed, logistical challenges—such as severe traffic congestion, flooding, and limited port access—continue to hinder business operations, particularly outside Metro Manila. Some firms emphasize the need for improved road conditions and logistics access, especially in regions like Northern Mindanao, where production facilities rely heavily on efficient transport routes.

Several Swedish firms have also reported frustration with bureaucratic delays in permitting and licensing despite recognizing recent government reform efforts. Businesses remain cautious about direct involvement in state-run projects, citing concerns over regulatory transparency and governance.

## HOW WELL DO THE FOLLOWING CONDITIONS MEET THE NEEDS OF YOUR COMPANY IN THE PHILIPPINES?



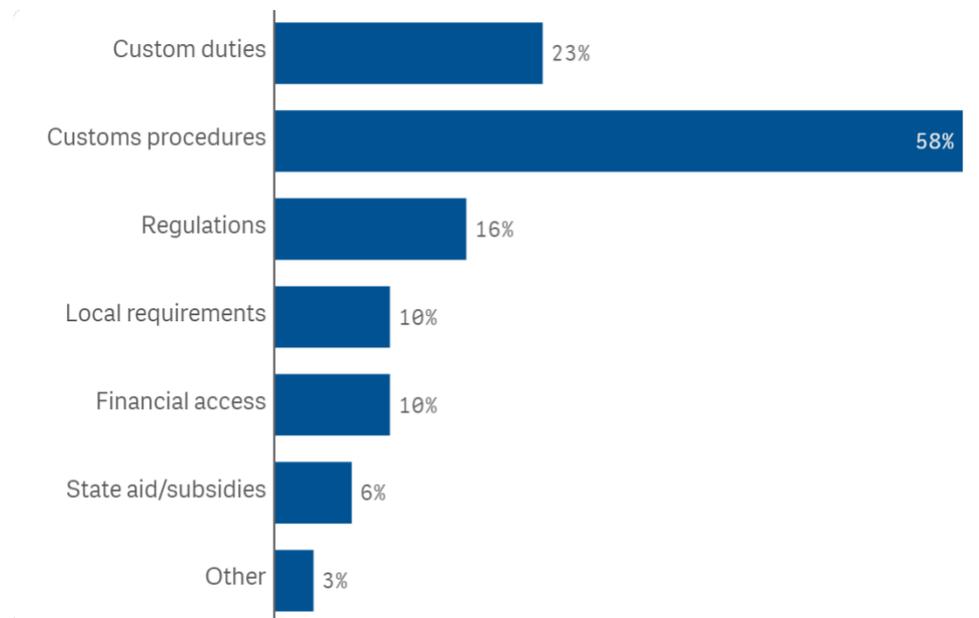
NOTE: The number of respondents for this question was 31.  
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## Customs procedures are considered the main trade barrier by Swedish companies

Swedish companies in the Philippines face significant challenges in navigating the country's trade-related environment. Among different trade barriers, 58 per cent of responding companies expressed that customs procedures remain the largest obstacle, often characterized by lengthy processing times, complex documentation, and varying enforcement, which can delay shipments and increase costs. Custom duties are another concern, as these additional charges add financial pressure on businesses, especially for those importing goods and raw materials.

Regulations and local requirements are also considered to create hurdles by companies, while access to financial resources and state aid programs are assessed as less problematic.

**HAS YOUR COMPANY IN THE PAST YEAR ENCOUNTERED TRADE BARRIERS IN THE PHILIPPINES WITH A NOTICEABLY NEGATIVE IMPACT ON OPERATIONS, IN ANY OF THE FOLLOWING AREAS?**



NOTE: The number of respondents for this question was 31.

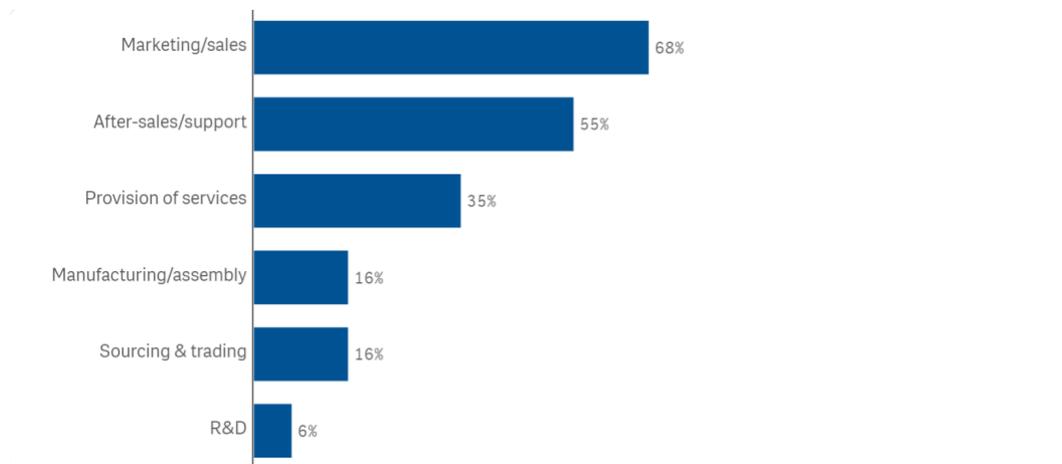
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

# HOW SWEDISH COMPANIES SUCCEED IN THE PHILIPPINES

## Swedish companies focus on customer-facing and service-driven operations

For many Swedish companies, the Philippines primarily functions as a front-end hub in Southeast Asia—focused on sales, marketing, and customer support rather than manufacturing or R&D. The preference for commercial operations reflects the Philippine market's strengths: an English-speaking workforce, established BPO sector, and sizable consumer base.

### OPERATIONS OF SWEDISH FIRMS IN THE MARKET



NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.

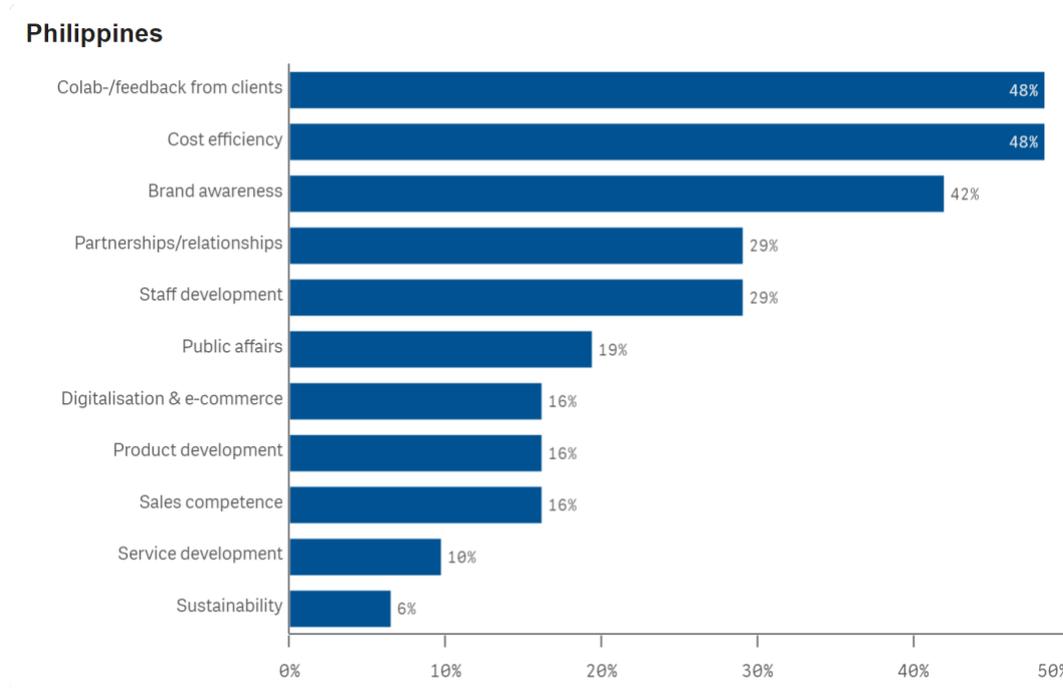
SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## Customer insight and cost efficiency, over sustainability, are perceived to be key to maintaining competitiveness

Swedish firms operating in the Philippines emphasise the importance of client collaboration and cost efficiency in maintaining their competitive edge. Nearly half of respondents cite these two factors as central to their local strategy. In a market characterised by rapid consumer growth, an agile approach to customer feedback enables companies to adapt while cost efficiency remains critical to serving price-conscious segments.

Brand awareness also emerges as a key driver, underscoring the need to differentiate in a competitive and increasing usage of social media. While partnerships, staff development, and public affairs are also recognised as critical factors, sustainability-related factors currently play a secondary role.

**TO DATE, WHICH OF THE FOLLOWING AREAS HAVE BEEN IMPORTANT IN MAINTAINING COMPETITIVENESS IN THE PHILIPPINES?**



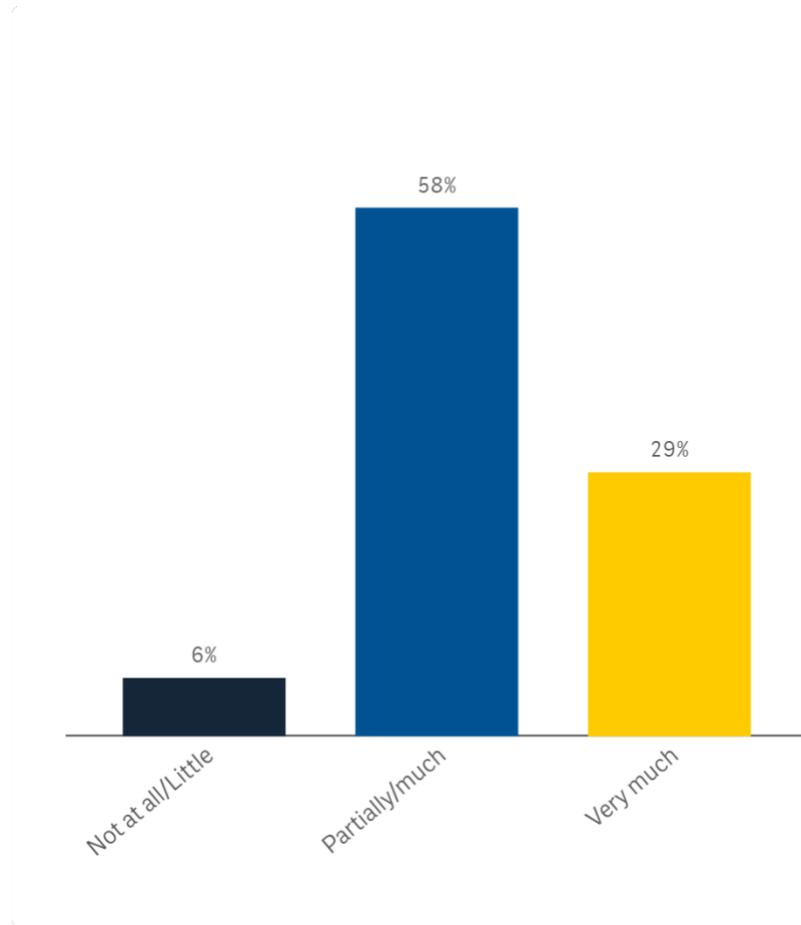
NOTE: The number of respondents for this question was 31. “Don’t know/Not applicable” responses are included but not shown in the figure.  
 SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

**Brand Sweden remains a valuable commercial asset**

The “Brand Sweden” is widely seen as a commercial asset in the Philippines, with most companies reporting that it contributes positively to their operations. Nearly three-quarters say it supports their business at least “partially,” while one in four believe it helps “very much.” This brand value is most pronounced among industrial firms—where associations with quality, safety, and innovation carry weight—and among small companies leveraging Sweden’s reputation to build trust with partners.

In consumer-facing sectors, the brand still plays a supportive role, though pricing and local familiarity may carry more influence. Overall, the findings suggest that Swedish origin provides a strong foundation for market differentiation in the Philippines, especially where long-term relationships and performance standards are key.

**TO WHAT EXTENT WOULD YOU ESTIMATE THAT THE “SWEDISH BRAND” CONTRIBUTES TO YOUR BUSINESS IN THE PHILIPPINES?**



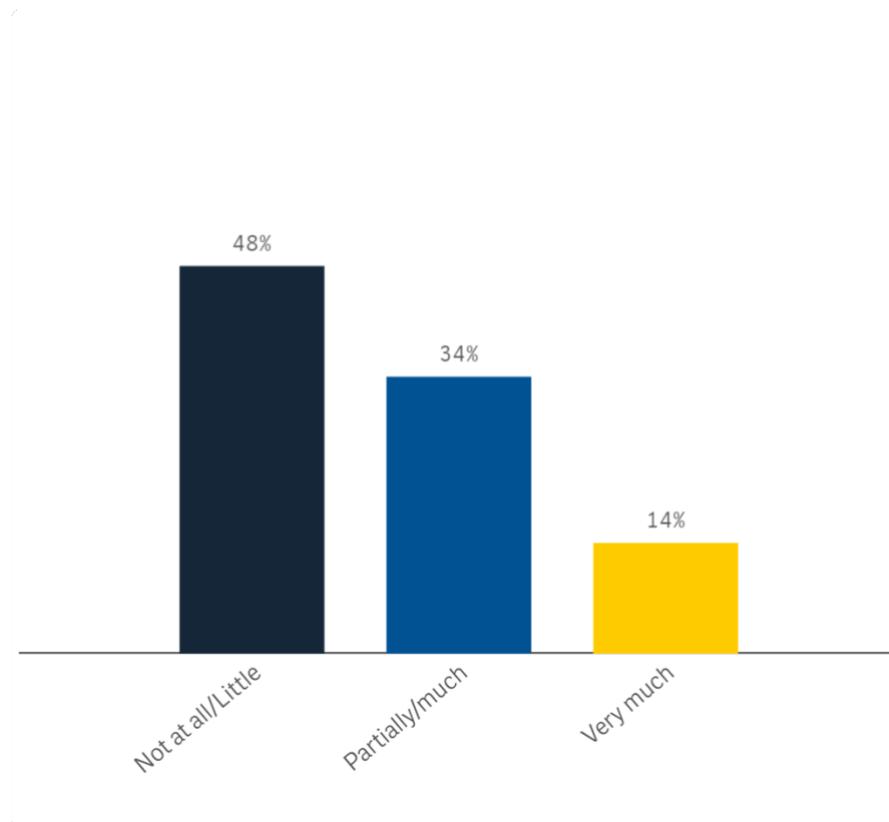
NOTE: The number of respondents for this question was 31. “Don’t know/Not applicable” responses are included but not shown in the figure.  
 SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

# ACTING SUSTAINABLY

## Environmental considerations influence purchasing to a limited but growing extent in the Philippines

While sustainability is not yet a decisive factor for most Filipino buyers, Swedish companies note a gradual shift in awareness. A majority still observe limited attention to environmental aspects in purchasing decisions—especially in consumer and small enterprise segments. However, firms serving industrial and professional markets see more consistent interest, particularly among mature partners and institutional clients.

### TO WHAT EXTENT DO CUSTOMERS IN THE PHILIPPINES CONSIDER ENVIRONMENTAL ASPECTS OF A PRODUCT OR SERVICE IN THEIR PURCHASING DECISION?



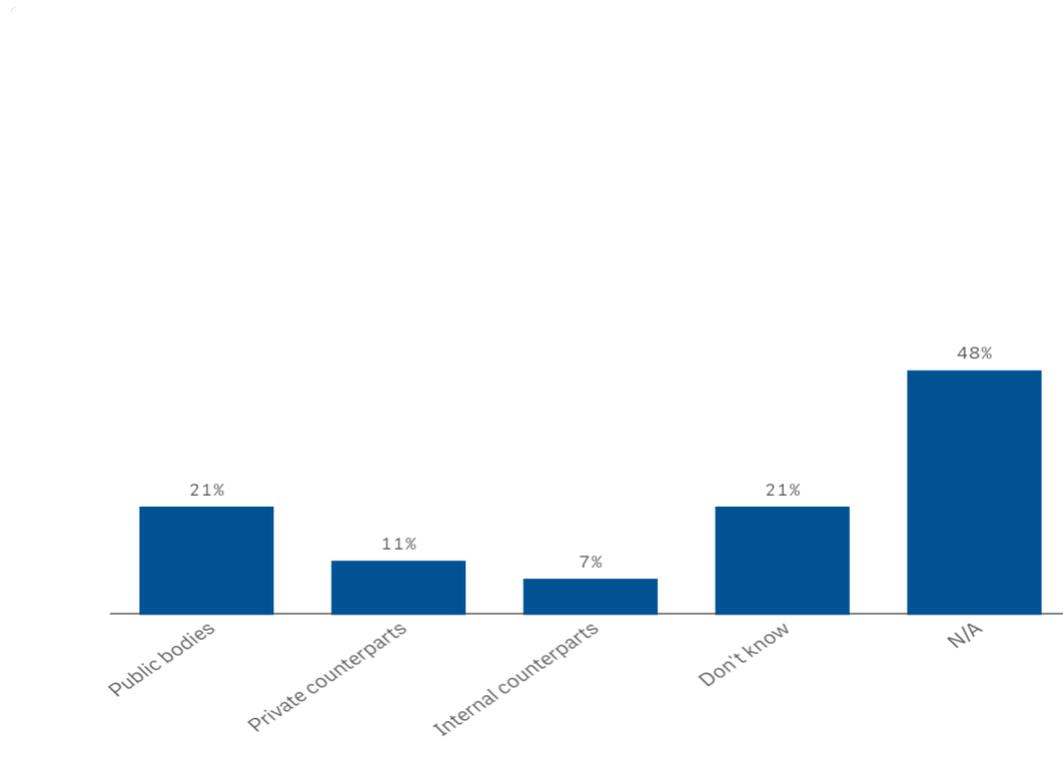
NOTE: The number of respondents for this question was 29. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

## Exposure to corruption remains a concern—particularly in interactions with public bodies

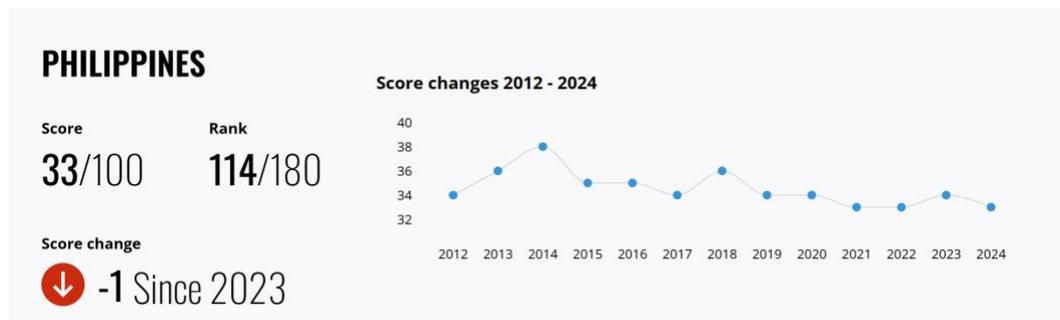
While most Swedish firms in the Philippines report limited direct exposure to corruption, concerns persist, especially in dealings with public institutions. Roughly one-third of companies—particularly those in the professional services and consumer sectors—have encountered issues such as bribery or fraud when engaging with public bodies. Incidents involving private-sector partners or local intermediaries are less common but not absent. Interestingly, newer market entrants report less exposure but also higher uncertainty.

### HAS YOUR COMPANY IN THE PHILIPPINES BEEN EXPOSED TO CORRUPTION SUCH AS, BUT NOT LIMITED TO, ATTEMPTS OF BRIBERY OR FRAUD IN CONTACTS WITH ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.  
 SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

### CORRUPTION PERCEPTION INDEX 2021

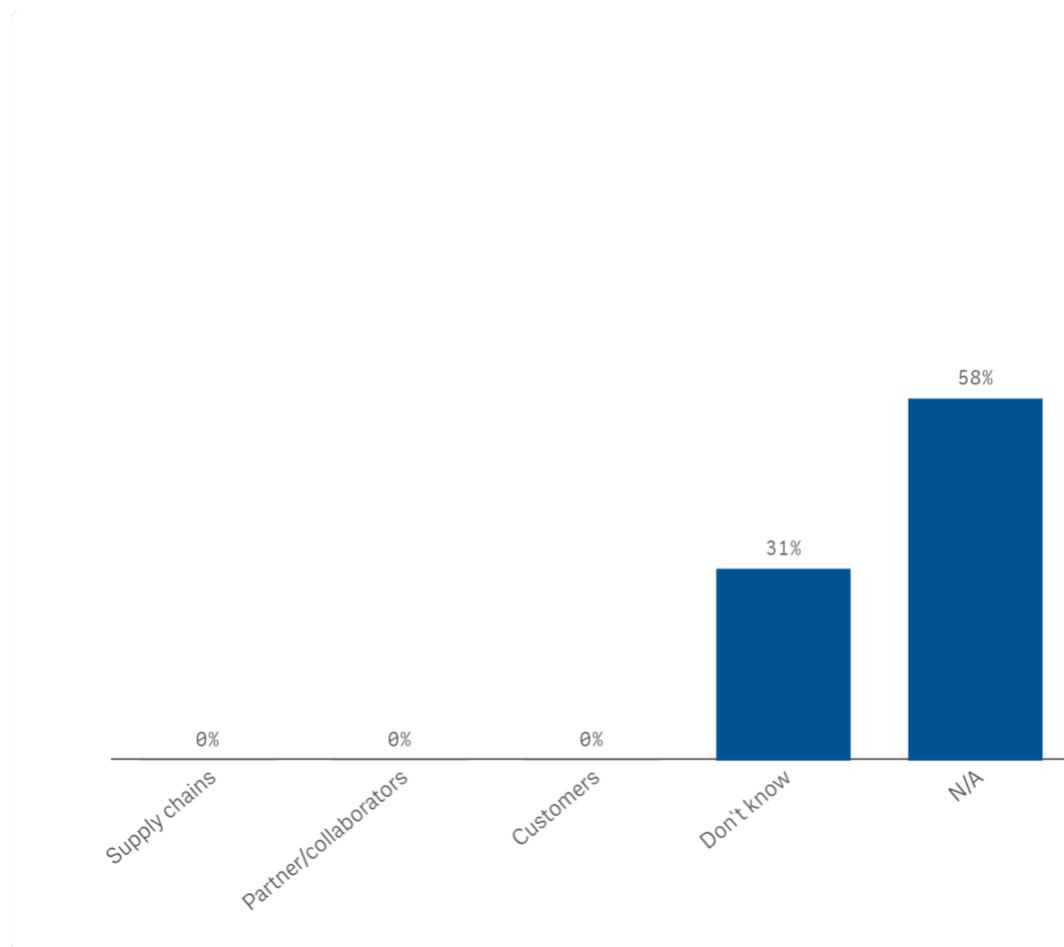


SOURCE: Transparency International.

## Swedish companies in the Philippines report minimal exposure to human rights or labour rights violation

Many Swedish firms in the Philippines indicate they have not encountered any human rights or labour rights abuses in their operations, including within their supply chains, partnerships, or customer interactions. However, a significant portion of respondents (31 per cent) are unsure, highlighting a need for greater clarity and transparency in the assessment of human rights practices across their operations. With a high percentage of "N/A" responses (58 per cent), this suggests that many businesses have not directly encountered these issues or have not yet conducted in-depth evaluations.

### HAS YOUR COMPANY IN THE PHILIPPINES ENCOUNTERED ANY FORM OF HUMAN RIGHTS VIOLATIONS AND/OR LABOUR RIGHTS ABUSE IN CONTACTS WITH ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 31. Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in the Philippines 2025.

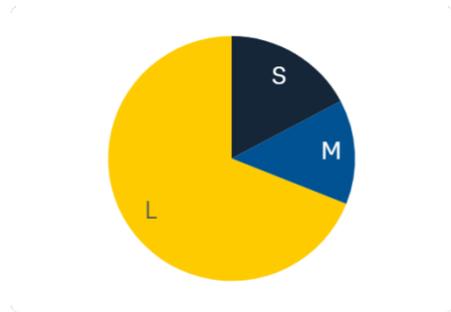
# ABOUT THE SURVEY

This survey was conducted among Swedish companies operating in the Philippines from February 3rd to March 7th 2025. A total of 31 Swedish companies participated. This report aims to provide insights into the challenges and opportunities faced by Swedish companies in the Philippines, as well as to offer a clearer understanding of the current business climate and its impact on long-term success in the market, including their views on the current economic situation and their expectations for the near future.

The results of the survey are grouped into several key sections: the economic performance and outlook of Swedish companies, their experiences in the Philippine market, their operational success factors, and their approach to sustainability. The final section explores the impact of trade barriers, local regulatory frameworks, infrastructure, and business climate in general on their activities.

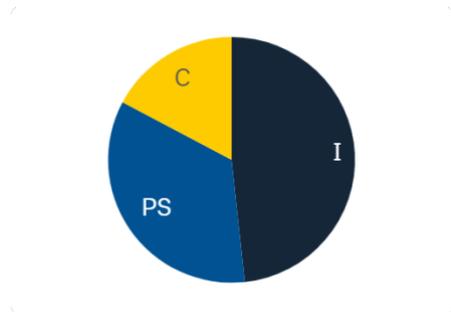
The companies that responded to this survey represent a diverse range of sectors. The majority are in industrial and professional services, while others are in energy and technology-related fields. A significant proportion of companies (45 per cent) have been operating in the Philippines for over 10 years, while others are newer entrants to the market, reflecting the evolving dynamics of Swedish investments in the country.

## SIZE OF COMPANIES



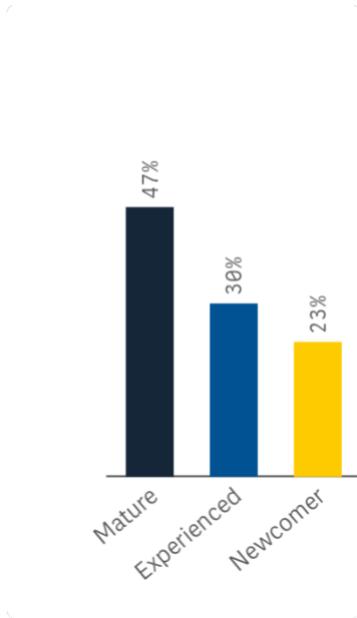
NOTE: Global employees. Large >1000. Medium 250-1000. Small 0-249

## MAIN INDUSTRY



NOTE: Industrial 48%. Professional services 34%. Consumer 17%

### COMPANIES' PRESENCE IN THE PHILIPPINE MARKET



NOTE: Mature (-2003). Experienced (2004-2019). Newcomer (2020-)

# CONTACT US

## **BUSINESS SWEDEN**

[ask.philippines@business-sweden.se](mailto:ask.philippines@business-sweden.se)

## **EMBASSY OF SWEDEN**

[ambassaden.manila@gov.se](mailto:ambassaden.manila@gov.se)

