

Building the future:

Unlocking the Philippines' AI Era

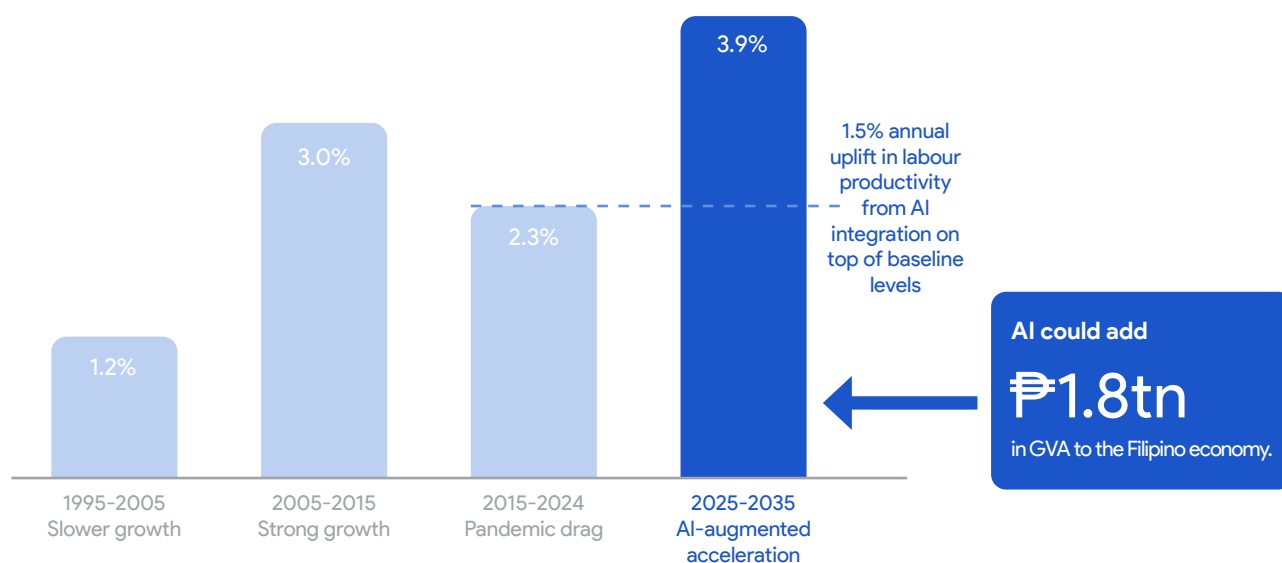


Supercharging the economic engine.

Integrating AI across the economy can unlock the next phase of growth for the Philippines — countering early deindustrialisation and putting the country's large, English-speaking workforce to work competing with higher-income economies worldwide.

Unlocking a new era of catch-up growth and prosperity

Labour productivity = output per worker (GDP per person employed, constant 2021 PPP \$). 1995–2024: World Bank / ILO · average % per year · 2025–2035 is illustrative, based on our estimate that AI integration could boost the Filipino economy by 7%



Filipino productivity has been growing in recent years, and AI offers an opportunity to harness this momentum to unlock sustained catch-up growth, and boost national GVA by 7% (₱1.8 trillion). AI can help the Philippines deliver a 7% (₱1.8 trillion) increase in Gross Added Value to the economy. In addition, AI can enable higher returns on investment and accelerate innovation, create new categories of work, and underpin the economy facilitate more secure financial transactions.

8.8x

Average return on AI investment in professional & business services, as firms automate routine tasks and sharpen decision-making.

250,000

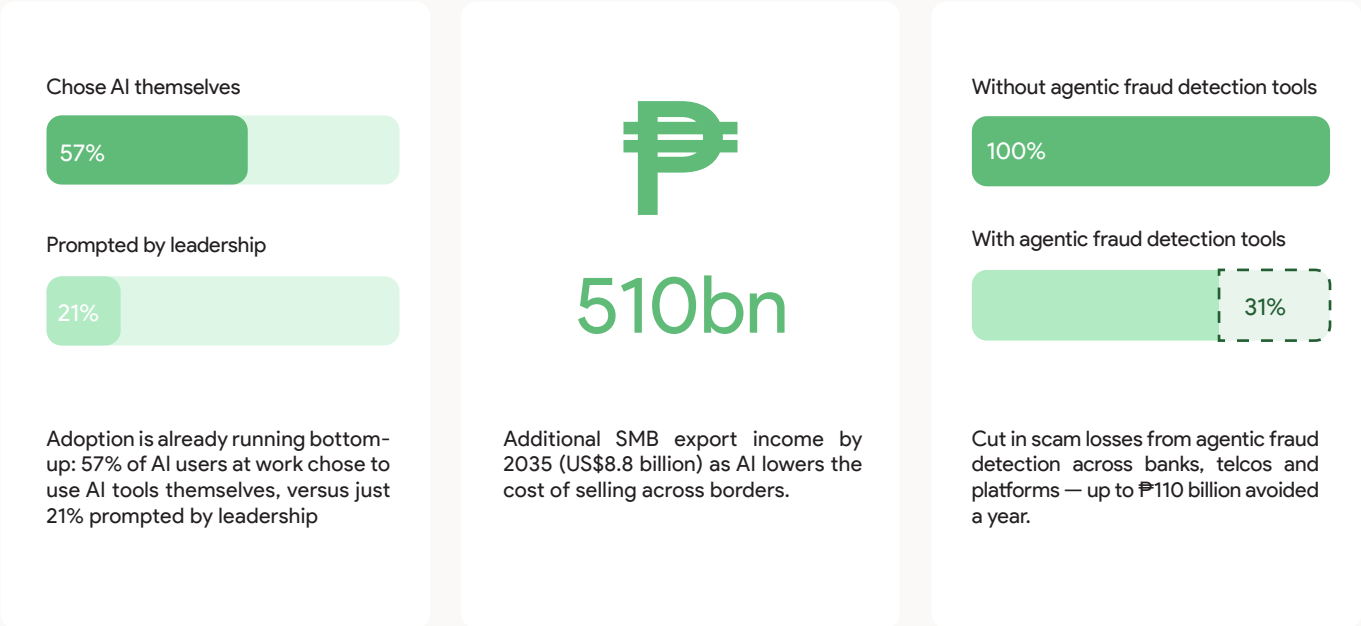
New jobs supported by 2035 from the growth of AI software, infrastructure and AI-enabled firms.

₱56bn

Additional economic value by 2040 as AI accelerates science, research and discovery.

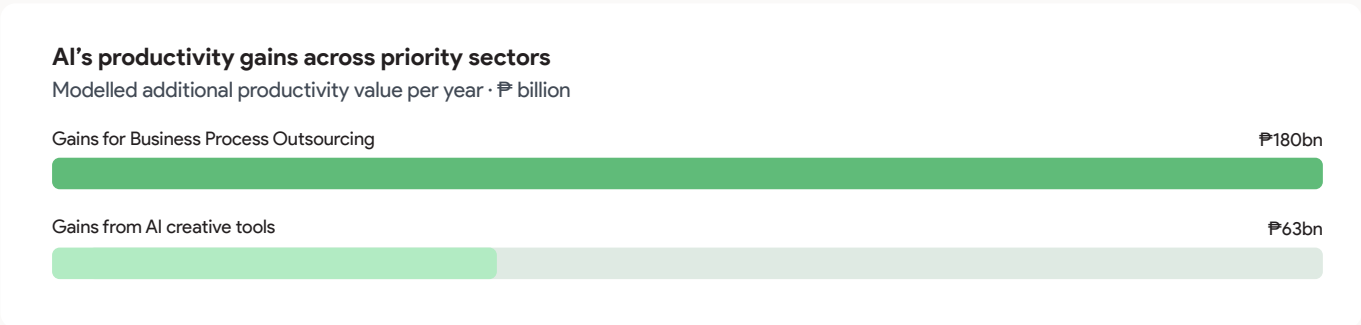
Boosting SMBs & start-ups.

Small and medium-sized businesses are the backbone of the Filipino economy — and the single largest source of AI’s upside. Closing the gap with big firms, and lowering the cost of selling abroad, puts that opportunity within reach.



Powering priority industries

AI democratises tools that once needed deep capital — transforming sectors the Philippines is known for and has formally prioritised for investment, from business process outsourcing to a fast-growing creative economy.



The BPO anchor

The sector employs almost 2 million workers and generates revenue worth around 8% of the economy. AI-assisted customer support and workflow tools could add ₱180 billion (US\$3.2 billion) a year by raising productivity and expanding service capacity.

A creative economy that travels

AI creative tools could add ₱63 billion (US\$1.1 billion) a year in productivity across the economy — including ₱21 billion within the creative & media sector itself — with AI-enabled creation and localisation leading to a further ₱68 billion (US\$1.2 billion) in creative exports.

A workforce **already leaning in.**

None of this opportunity is automatic — it depends on how people use AI. Among Filipinos who are already online, the signs are encouraging: many go beyond simple questions, using AI in more sophisticated, multi-step ways.

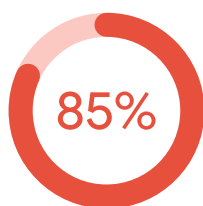
How the Philippines uses AI, by sophistication

Share of online adults sampled

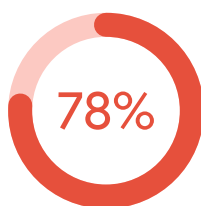


Non-user¹ Light use² Intermediate use³ Super-user⁴

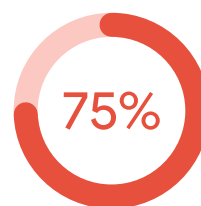
Among the online adults we sampled, intermediate and super users together make up two-thirds (67%). It is the sophistication of use — meta-prompting, comparing tools, delegating whole tasks — not raw frequency, that drives the biggest gains. On this measure, AI use among connected Filipinos is 1.7× more sophisticated than the global average, with a super-user share (16%) ahead of the US (12%). These figures describe Filipinos who are online, rather than the population as a whole.



of workers want training to take better advantage of AI — appetite to learn is high, not a barrier.



of parents say learning to use AI safely is as important as maths or English for their children.



of young professionals say AI feels like a “digital mentor” — and 73% say it gives them confidence to take on new tasks.

What Google’s products already contribute.

In 2025, Google Search, Ads, AdSense, Play, Cloud and YouTube helped power economic activity across the country — the platform layer the AI opportunity now builds on.

₱160bn

Economic activity enabled for businesses (US\$2.8 billion), with ₱67 billion for SMBs.

130,000

Jobs supported by helping businesses expand through Google’s products.

₱1.7tn

Consumer value for Filipinos (US\$30 billion) from easier access to information, productivity, and entertainment.

1 Non-user. Uses AI less than monthly. Often hasn’t started at all.

2 Light. Uses AI, but the repertoire is essentially “ask a question, get an answer”. Has likely uploaded a file once (~61%) and may have brainstormed (~19%), but doesn’t iterate, doesn’t save prompts, and doesn’t compare tools.

3 Intermediate. A genuine step-change. Roughly half the segment is now brainstorming, including examples in prompts, comparing outputs across tools, and asking AI to critique itself. The mode is still single-purpose use, but the toolkit is much broader.

4 Super. Looks qualitatively different. ~80%+ are meta-prompting, including examples, comparing tools and self-critiquing outputs. Around two-thirds delegate whole tasks, automate daily routines, and have paid access. Their relationship with AI is a working partnership, not a search-engine substitute.