

INDOCHINA RESEARCH LAO CO., LTD.



THE LAOS CONSUMER CONFIDENCE INDEX
& OMNIBUS
Summary Report of Q1 2026

RESEARCH BACKGROUND & OBJECTIVE

What is IRL's LCCI & Omnibus?

- It is a **Quarterly Self-funded Syndicated** market research study of Indochina Research Lao Co., Ltd. (IRL) which aims to understand the social and economic behaviour of Laotian consumers, under the section of Laos Consumer Confidence Index (LCCI).
- Additionally, Omnibus refers to the study design like a 'bus' where clients can also ride along with specific questions of their interest, by subscribing to a slot in the study.
- The LCCI & Omnibus syndicated study rolled out in Laos market in Q1 2024, and it will be carried out on a quarterly dipstick.

NOTE: Since this is a Syndicated study, IRL owns the study materials and the findings

- IRL finalizes the questionnaire for LCCI part. Client feedback shall not be obtained for the study materials.
- IRL reserves the right to publish the LCCI data and findings with third party entities without approval from any Clients of IRL.
- However, for the questions tailored made for subscribing clients, the data exclusivity is maintained for them.



WHO DID WE TALK TO?

- Sample size of **800**
- Laotians
- Males & females
- 18 – 55 years old
- SEC ABCDE



HOW DID WE DO IT?

- Quarterly tracking
- **Tablet-aided Telephone interview**, using Survey-To-Go platform
- Using IRL Laos' telephone database and Random Digit Dialing.
- Quota set on the Region level only (other demographic quotas as they fall)



HOW LONG DID INTERVIEWS TAKE?

- Length of Interview: **35-45 minutes** max



WHERE DID WE REACH?

- **4 Key Regions** Coverage: Capital, Northern, Central, Southern regions of Lao PDR



BREAKDOWN OF REGION QUOTA

Regions	Provinces	Quota set on Region level, n= 800
Capital	Vientiane Capital	320
Northern	Phongsaly, Luangnamtha, Oudomxay, Bokeo, Luangprabang, Huaphanh, Xayaboury	160
Central	Xienkhuang, Vientiane Province, Borikhamxay, Khammuane, Savanakheth, Xaysomboune	160
Southern	Saravane, Sekong, Champasack, Attapeu	160

What is Consumer Confidence Index (CCI)?

The Purpose

The CCI is the ATTEMPT of IRL to provide a CURRENCY on consumer perception about their financial abilities considering the overall economy of the country, their personal financial and spending situations.

The Questions

Three questions are asked using a 10-point bi-polar rating scale (very negative = 1 ; very positive = 10), as follows:

Business Situation

Using the scale from 1-10, where 1 means "very bad" and 10 is "very good", in your opinion, how do you describe the OVERALL ECONOMY in Laos in this (INSERT TIMEFRAME)?

Personal Finance Condition

Using the scale from 1-10, where 1 means "very bad" and 10 is "very good", in your opinion, how do you describe YOUR OVERALL FINANCIAL SITUATION (your personal financial situation, considering just for yourself) in this (INSERT TIMEFRAME)?

Personal Spending Condition

Using the scale from 1-10, where 1 means "very bad" and 10 is "very good", in your opinion, how do you describe YOUR OVERALL SPENDING SITUATION (your personal spending situation, considering just for yourself) in this (INSERT TIMEFRAME)?

What is Consumer Confidence Index (CCI)? (Continued)

The Data Coverage

The timeframe of each questions are TWO quarters, the current quarter and the next quarter. The former would serve as the PRESENT CCI while the latter would be the OUTLOOK CCI.

For Q1 2026, two quarters are asked, Q1 2026 and Q2 2026. Note that the questions for two quarters are asked during the same fieldwork date (of Q1 2026).

The CCI Computation

There are three steps for the computation, namely:

1. Get the average of each question per quarter
2. Multiply the average of each question by 10 to get the question score
3. Multiply the question score with the weights per question and add to come up with the WEIGHTED CCI per quarter.

The CCI Analysis

The following analyses can be done

1. Comparison of present and previous quarter to determine the shift (whether CCI is improving or not – starting from Q2 2024)
2. Comparison of present CCI and Outlook CCI to serve as guidance on consumer confidence in the next quarter
3. Comparison of the CCI against the below classifications to serve as guidance on whether consumer confidence is in Bull Zone, Bear Zone or Safety Zone

Classification of CCS

	Low CCS	High CCS	
Very Optimistic	80	100	Bull Zone
Optimistic	60	79	
Neutral	40	59	Safety Zone
Pessimistic	20	39	Bear Zone
Very Pessimistic	0	19	

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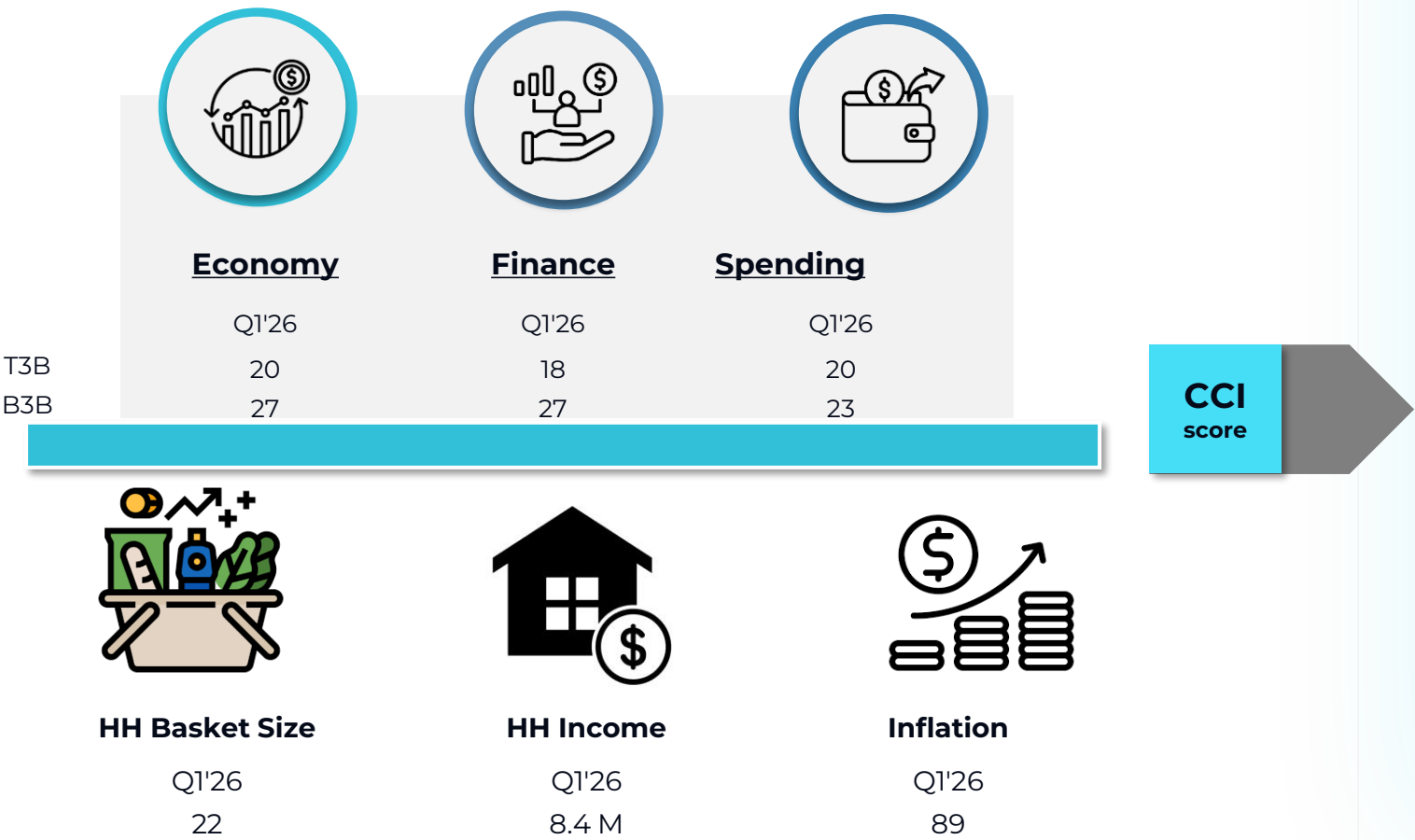
DETAIL FINDINGS

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INSIGHT | TOTAL LEVEL

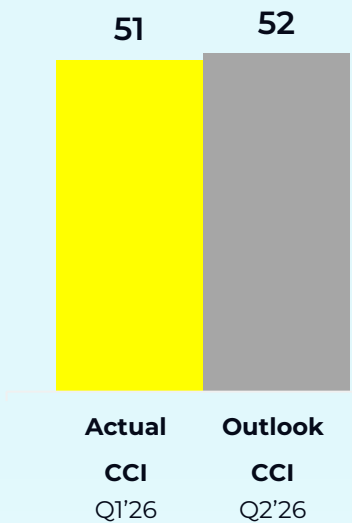
In Q1'26, consumer confidence moderates, with the CCI at 51, remaining within the Neutral (Safety Zone). While perceptions of the economy, personal finance and spending remain cautious, the Outlook CCI increases slightly to 52, suggesting consumers expect modest improvement in the coming quarter. Households purchase an average of 22 product categories and report an average monthly household income of LAK 8.4 million.

Data in Percentage (%)



Trend of CCI score

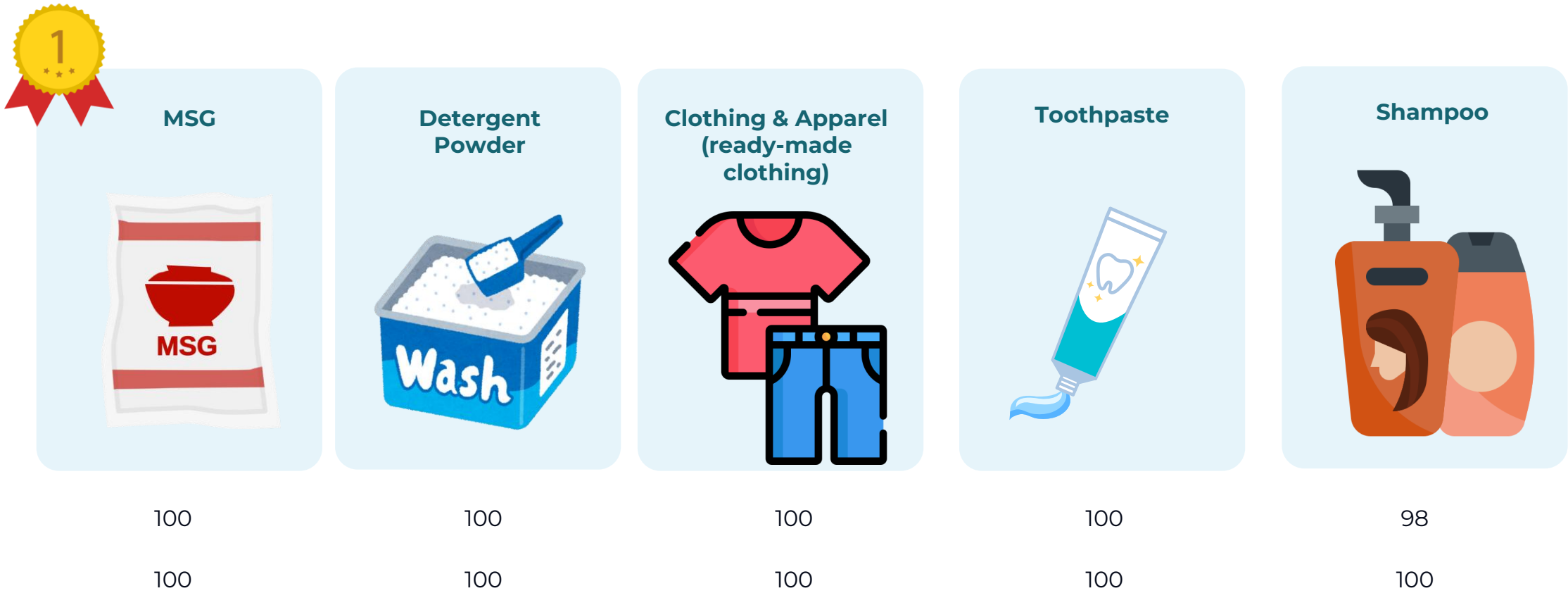
Base, n= 800



5 MOST POPULAR PRODUCTS

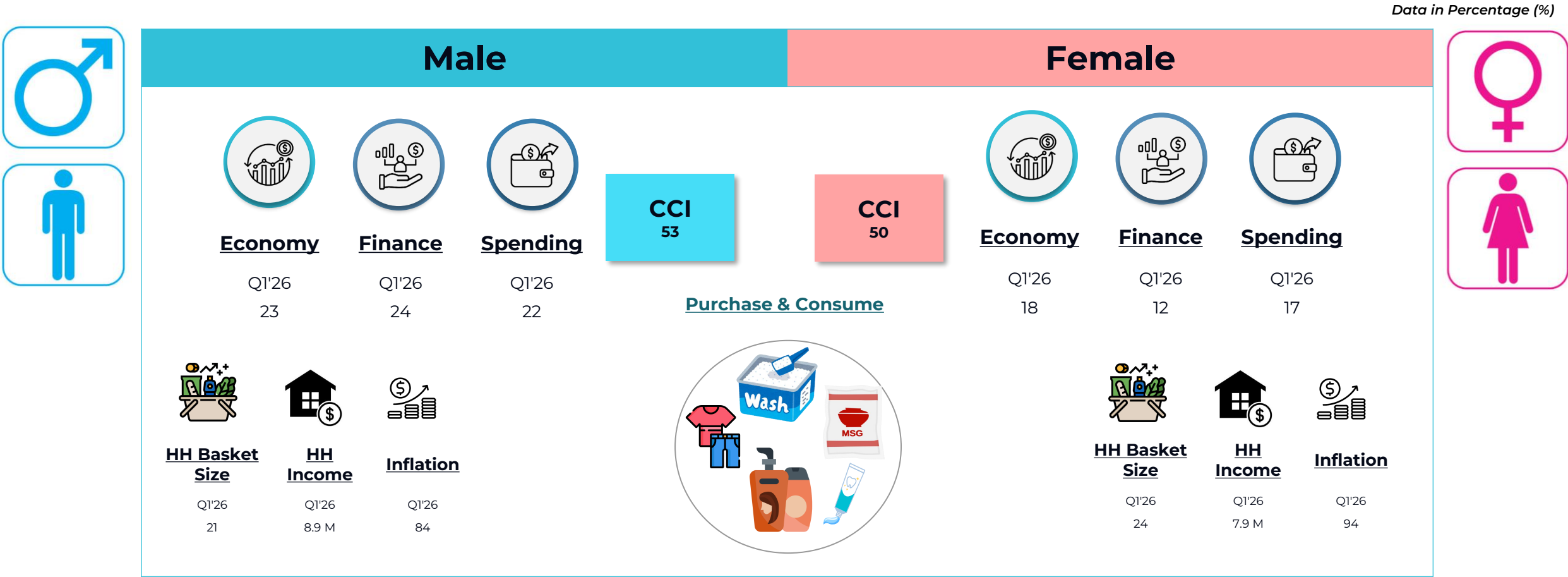
In Q1'26, essential household products continue to dominate consumer purchases. MSG, detergent powder, clothing & apparel, toothpaste and shampoo remain the five most commonly purchased categories, with 98–100% household consumption and 100% purchase decision-making across most categories, highlighting their importance in consumers' everyday spending.

Data in Percentage (%)



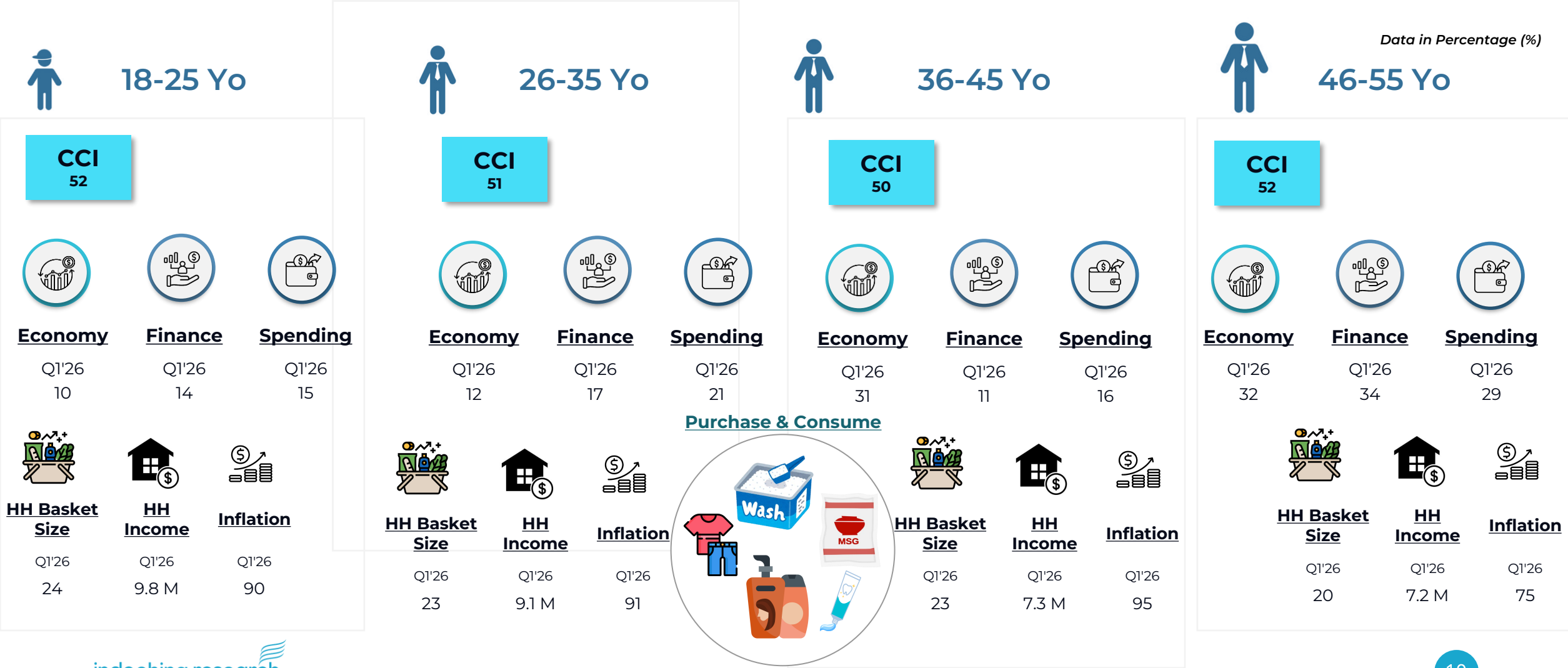
INSIGHT | GENDER LEVEL

Male consumers report slightly higher confidence (CCI 53) than females (CCI 50). Males also report a higher average monthly household income (LAK 8.9 million vs. LAK 7.9 million), while females report purchasing a larger average basket size (24 vs. 21 product categories). Despite these differences, consumer confidence remains within the Neutral Zone for both genders.



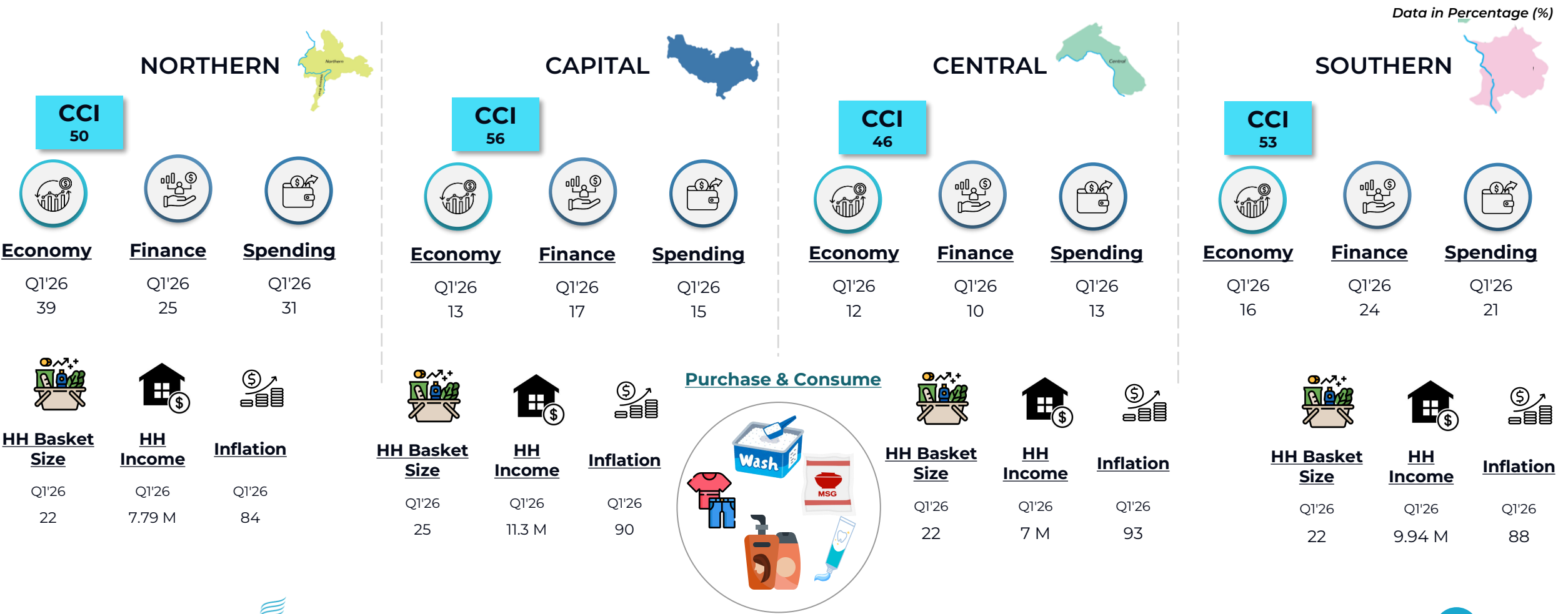
INSIGHT | AGE LEVEL

Consumer confidence remains relatively consistent across age groups, ranging from 50 to 52. Consumers aged 18–25 and 46–55 record the highest confidence (CCI 52), while those aged 36–45 report the lowest (CCI 50). Average monthly household income ranges from LAK 7.2 million to LAK 9.8 million, with households purchasing 20–24 product categories on average.



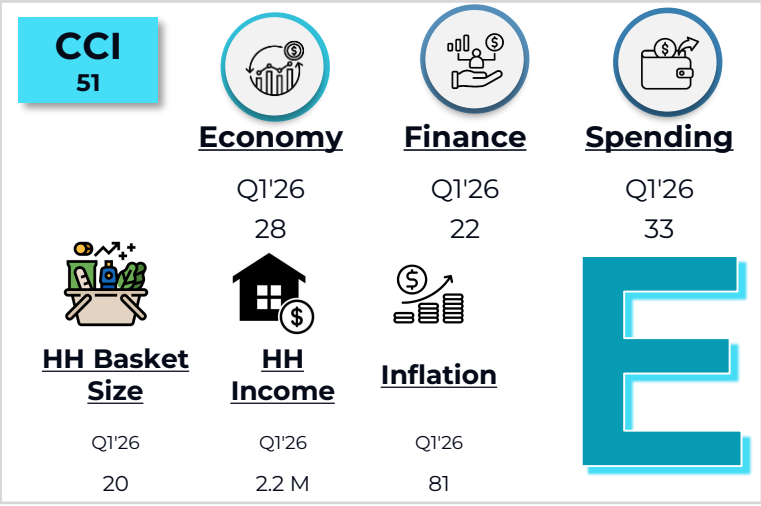
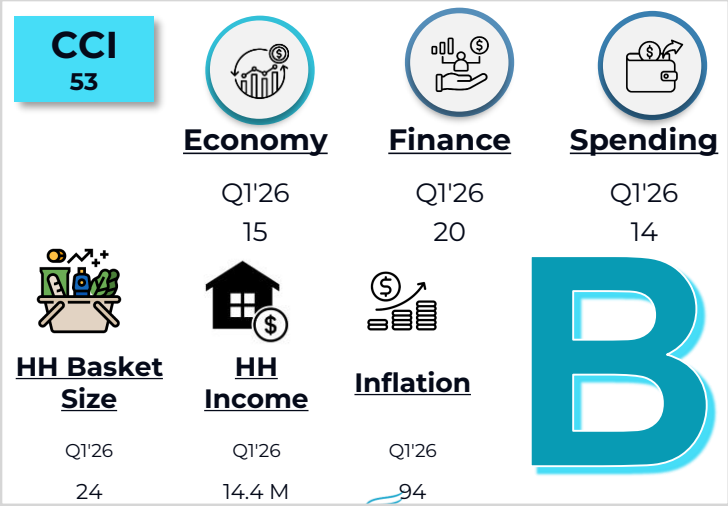
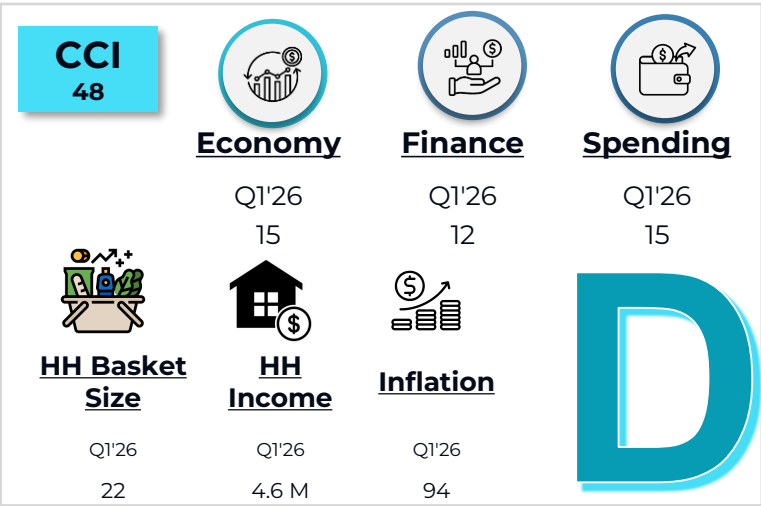
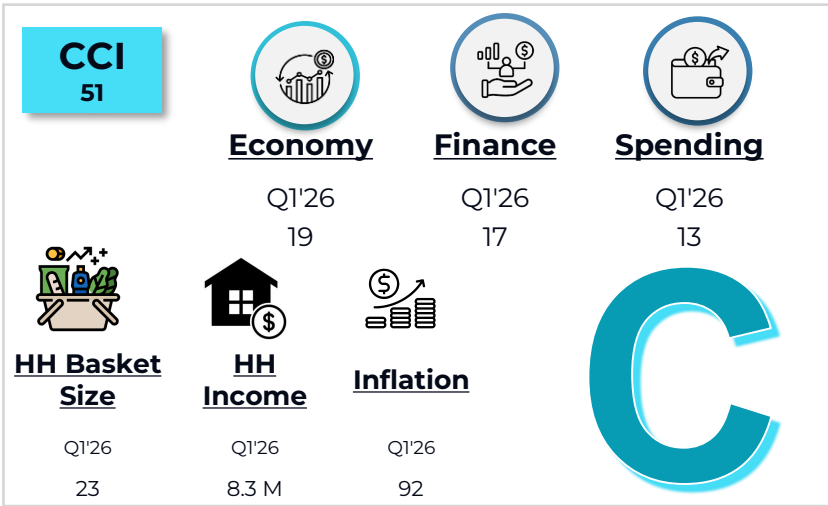
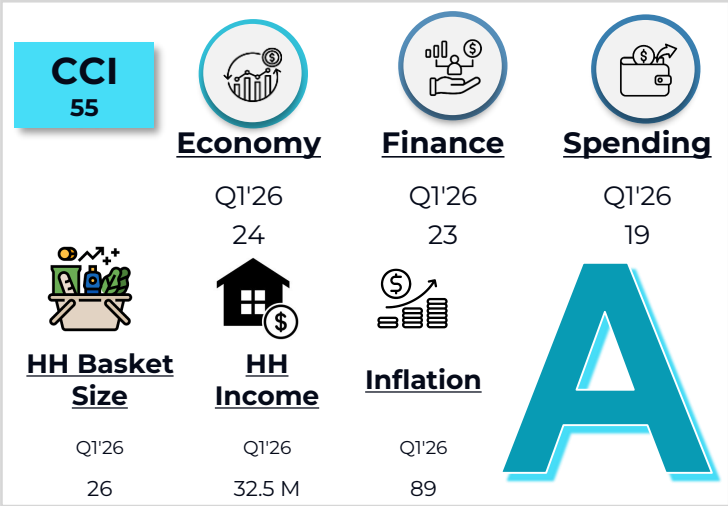
INSIGHT | REGION LEVEL

Consumer confidence varies across regions, with the Capital recording the highest CCI (56), followed by the Southern Region (53). The Central Region reports the lowest confidence (46). Average monthly household income ranges from LAK 7.0 million in the Central Region to LAK 11.3 million in the Capital, while households purchase 22–25 product categories on average across regions.



INSIGHT | SEC LEVEL

In Q1'26, consumer confidence varies across socioeconomic groups. SEC A records the highest CCI at 55, while SEC D reports the lowest at 48. Average monthly household income declines from LAK 32.5 million in SEC A to LAK 2.2 million in SEC E, while the average basket size ranges from 20 to 26 product categories.



CURRENT SITUATION OF LAOS (Q1'26)

In Q1'26, consumer confidence remains in the Neutral (Safety Zone), with the national CCI at 51.

Consumers remain cautious about the economy, personal finances and spending, while expecting modest improvement in the coming quarter (Outlook CCI: 52).

Households purchase an average of 22 product categories and report an average monthly household income of LAK 8.4 million.



RECOMMENDATION FOR BUSINESS

With consumer confidence remaining in the Neutral Zone and only a slight improvement expected next quarter, businesses should continue to adopt a balanced growth strategy rather than aggressive expansion.

Marketing efforts should focus on maintaining consumer engagement and strengthening brand preference, while tailoring offerings by region and socioeconomic segment.

Businesses targeting higher-income consumers may find greater opportunities in the Capital and SEC A, where confidence is relatively stronger.





Thank you



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