



The Philippines Freelance Market 2022 Report

Survey Report: What you need to know about the current state of the gig economy in the Philippines



The freelance economy in the Philippines has shown rapid growth for the past few years. In Payoneer's 2019 Global Gig Economy Index, the Philippines placed sixth in the world as the fastest-growing market with a

**35% growth in
freelance earnings.**

The pandemic accelerated this trend and increased the ranks of freelancers in 2020-21.

Introduction

A new survey of freelancers in the Philippines by GCash and Payoneer shows that the gig economy continues to grow at a rapid pace in the Philippines, and new opportunities for freelancers to earn continue to emerge.

Gig jobs and freelance work are characterized by their temporary nature and the use of online marketplaces and apps to find work. Digital platforms have made it easier to find jobs and get paid. Many workers are leaning into flexible employment options that suit their lifestyles better than traditional employment.

Today, the freelancing lifestyle is here to stay. Many Filipinos, who started freelancing full-time due to the pandemic, have since discovered they enjoy taking advantage of the job flexibility and earning potential from multiple income streams.

As the Philippines government continues to promote entrepreneurship and digital innovation, more people are turning away from traditional jobs and towards freelancing.

While most Filipino freelancers still source their jobs locally, those who combine local and over-seas clients enjoy the highest earning potential.

5,560 GCash surveyed users nationwide.

GCash and Payoneer conducted a survey to gain a deep understanding of the freelancing market in the Philippines - its trends, user behavior and perspectives.

Timely and secure payouts are critical to freelancers, therefore we also aimed to identify usage and attitudes towards payment platforms.





GCash and Payoneer freelancer survey

Key findings from our survey

- **69%** of freelancers manage their own businesses and do freelance work on the side
- Traditional freelancing jobs are still prevalent, but social media has given rise to new types of freelancers: **35%** identify as content creators
- Key issues and concerns freelancers face include lack of company-sponsored benefits (**37%**), uncertainty about future income (**29%**), and isolation from working alone (**23%**)
- When selecting payment platforms, security and accessibility rank as the top considerations among all freelancers polled
- Freelancers seeking overseas opportunities continue to expand for Filipino freelancers in key markets including the **US, UK, Hong Kong, South Korea, Taiwan and the UAE**



Freelancer profiles

33%

Freelancers are **Gen Z (up to 25 years old)** or those who recently started working.

22%

Comprise of **Millennials (26-41 years old)** or those starting or in the early stages of raising a family.

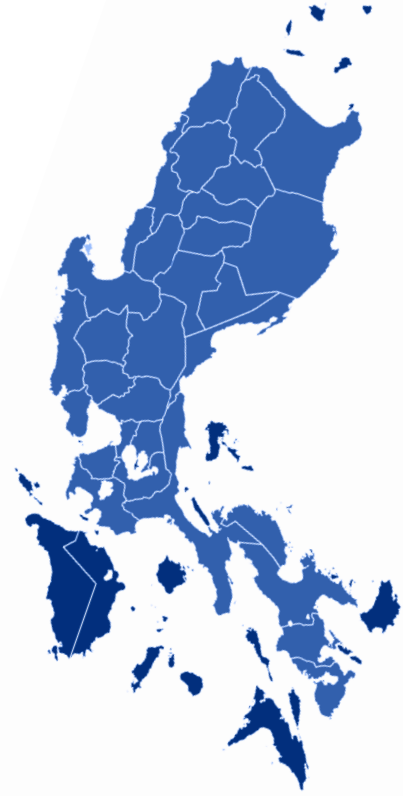
28%

Freelancers are now **Gen X or Boomers (42 - 67 years old)** who are raising older kids or have established family priorities. These freelancers prioritize building their income to support their families and are often juggling freelance work and business opportunities.

The Freelancer economy - thriving in the Philippines

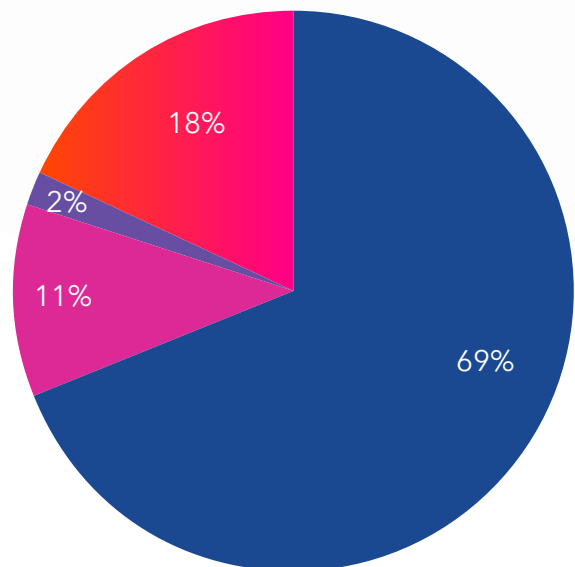
Freelancers are demographically distributed but middle- to lower-class freelancers reside primarily in the National Capital Region and Luzon.

The majority of freelancers in the Philippines **manage their own businesses while taking on freelance jobs on the side.**



Current Work Status (%)

- Freelancer with business
- Freelancer working for different companies at different times
- Freelancer working for a company and looking for other clients
- Currently in between jobs

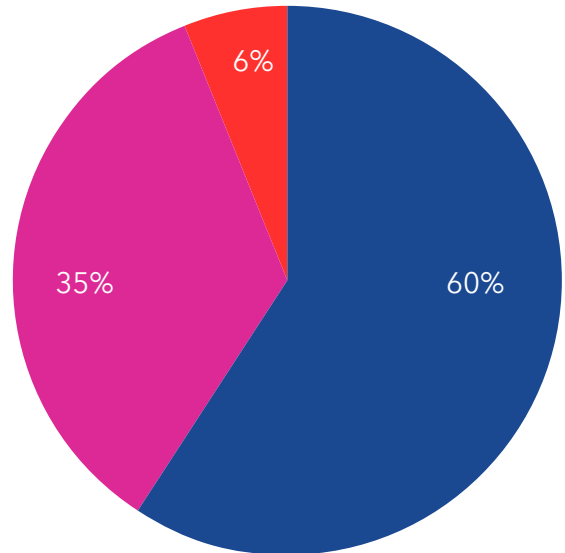


69% of freelancers run their own business while taking on gigs at the same time, while **18% take on multiple jobs** from various clients. **1 in 10 is employed while seeking a "side hustle".**

Traditional freelancing jobs are still prevalent in the market

Type of Freelance Work (%)

- Traditional Freelancers Only
- Content Creators Only
- Traditional Freelancers & Content Creators



Traditional Freelancers - individuals who bid on a client's job posting to acquire work and/or is represented by a company or agency which resells freelance labour.

Content Creators - individuals who create content and use social media or personal websites to distribute their work. They commonly produce and publish their work before clients are secured.



Sales and Marketing, Customer Service, and Data Entry are the leading jobs for traditional freelancers who usually source through Facebook or via referrals – from their friends!

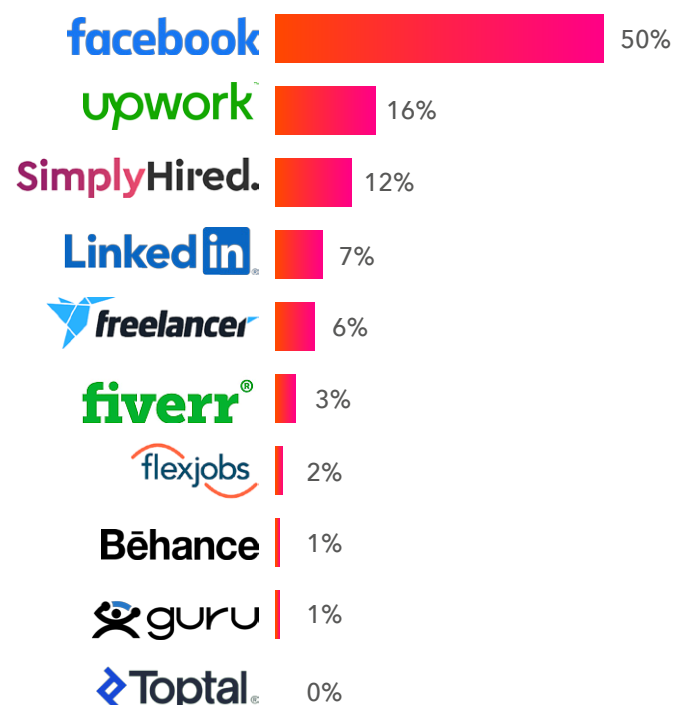
Traditional freelancers

Sales and Marketing work is more prominent among Gen X and Boomers (46+ years old) and more affluent freelancers. Data Entry and Customer Service feature more prominently with Gen Z and younger freelancers.

Type of freelance work

Sales and Marketing	32%
Customer Service	21%
Data entry/internet research	20%
Virtual assistant and Admin	14%
Online tutoring / Teaching	9%
Design/ Creative/ Media Graphic Design	7%
Market Research	3%
Consultant	3%
Project Management	3%
Event Management	3%
Design/Creative/Media Photography	3%
Videography	2%
Accounting	2%
Programming	2%
Translation	2%
Legal	1%

Source of jobs



Content Creators

Freelancers who work with local + overseas clients earn more than those with local clients only.

The influence of social media has given rise to new types of freelancers

Social media has caused the evolution of freelancing work from a traditional working model with its pre-determined contract and less flexible arrangements to content creators, online influencers and digital nomads. These freelancers tend to gravitate towards design, photography, blogging and vlogging as a path to landing new projects. And they are using online marketplaces and messaging apps to sell their offerings.

Overseas and local demand

	Local Only	Overseas Only	Local & Overseas
Design/Creative/ Media-Photography	18%	24%	22%
Blogging/Vlogging	12%	31%	38%
Design/Creative/ Media-Graphic Design	9%	40%	32%
Writing Jobs (Articles, Guides, etc)	10%	33%	26%
Design/Creative/ Media-Videography	6%	13%	16%
Design-Architecture and Engineering	1%	4%	3%
Others	60%	16%	26%

↑ Significantly higher than Total at 95% confidence level

↓ Significantly lower than Total at 95% confidence level

Platform - By Location of Clients (%)

	Total	Local Only	Overseas Only	Local & Overseas
facebook	96	97	88 ↓	94
Instagram	31	25 ↓	55 ↑	53 ↑
TikTok	18	16	24	31 ↑
YouTube	16	11 ↓	30 ↑	39 ↑
twitter	10	6 ↓	23 ↑	26 ↑
kumu	2	1 ↓	3	3
BIGO LIVE	1	1	3 ↑	4 ↑
twitch	1	1	4 ↑	3 ↑
uplift	1	0 ↓	1	3
Others	7	6		

Facebook is the number one source of jobs for freelancers in the Philippines followed by several other job sites and gig economy platforms. Instagram has risen quickly into the number two position for landing overseas projects. Many Filipinos reported that referrals by friends are also a primary source of freelance work.

Freelancer personas

Bianca Ramirez

Content Creator



A 25-year-old who loves to travel and also creates beauty and lifestyle vlogs

Main motivation to freelance:
Earn additional income



Type of freelance work: Creates reviews, features, and produces photo and/or video content; uses her blog and social media to publish and build fan base.

Skills: Blogging, Vlogging and Livestreaming

Sourcing jobs: Produces and publishes work before clients are secured; Gets sponsored by brands or has tie-ups to promote products

Client types: Mostly local clients but wants to expand overseas client work

Platforms used to distribute content: Instagram, TikTok, YouTube and Facebook

Main concerns: Working alone, job uncertainty and income

Payments: Paid on a per-project basis

Considerations for payment platforms: Convenience when transferring to bank account and fast crediting of payment, and live technical support

Freelancer personas

Christian Reyes

Traditional Freelancer



A 38-year-old with an online shop and does freelance graphic design and writing

Main motivation to freelance:

Flexible work hours



Type of freelance work: Bid to take on jobs posted by local and overseas clients

Skills: Uses e-commerce platforms such as Shopee and Carousell; seeing growth in demand from US and UK customers

Sourcing jobs: Facebook, Upwork, and referrals from friends and former colleagues

Client types: Overseas and local clients

Main concerns: Lack of company benefits, job uncertainty, and income

Payments: Paid on a per project basis with higher rates from overseas clients, sometimes varying hourly rates.

Considerations for payment platforms: Secure and fast access, exchange rates, low transaction fees, and convenience of transferring to bank accounts

Filipino freelancers enjoy expanding their opportunities, but they do have concerns including the lack of benefits, income uncertainty and working alone

While many enjoy the opportunities and flexibility of freelancing, the lack of company benefits including health insurance and medical allowances is a concern, particularly to the traditional freelancers who are often raising a family. The unpredictability of a steady income stream and job stability can cause freelancers a high level of stress.

Content creators also see working alone as a downside of freelancing. Another challenge is keeping their fingers on the pulse of outsourcing trends to identify ways to grow overseas clients.



Looking forward: skillsets that freelancers look to acquire to grow their business

Freelancers commented that they want to acquire and develop common freelance skill sets like communication, marketing and project management, and explore information outside of their profession.

Salesforce knowledge may be used by these content creators either to explore jobs outside of their profession or utilize the platform for their own marketing, sales, and service needs.

Freelancers with local clients seek to learn more about Salesforce administration while those with overseas clients opt for editing and proofreading along with graphic design.

Outlook on Freelance Training (%)

	Total	Traditional	Content
I'm interested to take training related to my profession	38	40	35
I want to attend fundamental courses to help develop general freelance skill set	19	18	21
Interested in coaching sessions to become a successful freelancer	14	14	16
I want to take courses so I can get projects outside of my current profession/ industry	13	15	11
Not interested in attending training or taking courses	14		

↑ Significantly higher than Total at 95% confidence level

↓ Significantly lower than Total at 95% confidence level

Filipinos enjoy many overseas opportunities because they are widely viewed as:

- 1 **English-proficient**
- 2 **Requiring lower labor costs (compared to the US or Europe)**
- 3 **Accustomed to outsourcing**
- 4 **Belonging to a culture that values hard work**
- 5 **Global citizens who are comfortable working in international contexts**

(Source: JobStreet)

Opportunities for overseas freelance projects continue to grow

A growing base of freelancers who sell overseas and also serve local customers are seeing growth in demand across countries including the US, UK, Hong Kong, South Korea, Taiwan and UAE.

Breakdown of Overseas Clients per Country (%)

	Total	Traditional	Content Creators
United States	20	24	16
United Kingdom	6	7	5
Canada	5	6	6
New Zealand	1	2	2
Mexico	1	1	1
Pakistan	1	1	1
Brazil	1	1	1
Ukraine	0	1	1

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Freelancers with a mix of overseas and local clients earn more

While overseas clients generally pay higher, freelancers who have overseas and local clients generate a higher average rate across our respondents.

Foreign clients are willing to pay more for quality work, and Filipino freelancers know that they can charge more because of their capabilities and the value they provide.

Average Payment Rates - By Location of Clients

	Local and Overseas	Local Only	Overseas Only
Average Rate per Hour	\$22	\$14	\$11
Average Rate per Project	\$43	\$27	\$33
Average Rate per Content	\$27	\$17	\$23
Average Monthly Retainer Rate	\$979	\$626	\$774

(Source: WorkAltHome.com)

Creative Economy Council of the Philippines (CECP)
President Paolo Mercado said in a June 2021 event that up to

1.5 million Filipinos are already on international online platforms for freelancing services, the majority of which constitute creative work including web design and multimedia content and editing.

“We are already poised that (creative work) would become the next wave, in fact, of outsourcing in the Philippines,” Mercado said. (Source: BusinessMirror)



Security and accessibility are primary considerations when selecting payment platforms

Security is the primary consideration when selecting payment platforms, followed by transaction fees and the convenience of transferring to bank accounts. For content creators though, a higher priority is placed on convenience and fast crediting over transaction fees.

Differences are also notable among freelancers with local and overseas clients - exchange rates and live technical support are of higher importance for freelancers with overseas clients.



Conclusion: freelancing opportunities are on the rise in an uncertain world

The gig economy in the Philippines was already becoming an unstoppable trend – the pandemic merely accelerated the movement to freelancing. Key takeaways from this survey:

Freelancers in Philippines moving beyond local clients

Freelancers who work with local + overseas clients earn 57% more per hour than those who work with just local clients.

Many freelancers got started during the pandemic

Many Filipinos needed additional sources of income or sought flexible work hours during the pandemic.

Freelancing is here to stay beyond the pandemic

Freelancing continues to be attractive owing to its flexible nature, work from home aspect and multiple income sources.

Project-basis payment preferred

Considerations for selecting payment platforms include security, transaction fees, convenience of transferring to a bank account, fast crediting of payments and FX rates.

GCash as a tool for payment and expenses

Freelancers primarily use GCash to receive payments for products or services and to pay for their personal expenses. Payoneer is preferred for receiving payments from overseas clients.

GCash and Payoneer - enabling payments from overseas clients

Payoneer has partnered with GCash in the Philippines to enable freelancers, online sellers, and digital entrepreneurs to access global clients and receive payment in foreign currencies, such as USD, EUR, GBP, AUD, and more.

Freelancers primarily use GCash to receive payments for products or services, in addition to paying for their personal expenses. Payoneer is used at a higher rate for overseas-only payments, particularly among traditional freelancers and as a payment platform through Facebook, the primary source of their jobs.

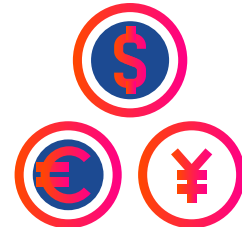
By signing up and linking a Payoneer account via GCash, users can receive international payments with Payoneer and withdraw the funds locally in PHP instantly via the GCash app.

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Receive funds from anywhere in the world to one consolidated place! Perfect for freelancers – sign up today for Payoneer on the GCash app.

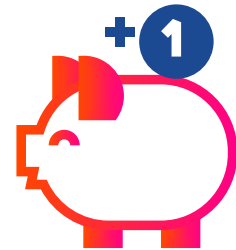
Get paid from anywhere around the world

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Set up a Payoneer account using the GCash App with no bank account needed.



Real time

Have 24/7 access to your Payoneer funds and withdraw in real time with the GCash App.



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You can now create a Payoneer account with a few simple taps inside the GCash App.



Connecting the world of freelancing

Payoneer is the leading cross-border payments platform, designed to quickly and securely connect freelancers, marketplaces and companies at low-cost.

