

Savoury Snacks in the Philippines

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Savoury snacks see healthy growth as schools reopen and the economy recovers

Domestic and imported brands thrived

E-commerce is becoming more prominent as leading brands focus on offering multi-pack discounts

PROSPECTS AND OPPORTUNITIES

Savoury biscuits will thrive despite the competition from sweet biscuits, while nuts, seeds and trail mixes is set to benefit from healthy image

E-commerce will contribute higher shares of growth

Universal Robina Corp likely to maintain its leadership but private label could provide new competition

CATEGORY DATA

Summary 1 - Other Savoury Snacks by Product Type: 2023

Table 1 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 2 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 7 - Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Snacks in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Consumers maintain price consciousness

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2018-2023

Table 13 - Sales of Snacks by Category: Value 2018-2023

Table 14 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Snacks: % Value 2019-2023

Table 17 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Snacks by Format: % Value 2018-2023

Table 20 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

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