

Ice Cream in the Philippines

June 2023

Table of Contents

Ice Cream in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream thrives in 2023 with exceptionally hot summer

Aice Brands continues its aggressive expansion strategy with new factory in the pipeline

Plant-based ice cream gaining traction

PROSPECTS AND OPPORTUNITIES

Impulse ice cream would expand faster

New players in plant-based ice cream may emerge, while other healthier options are expected to struggle for growth Unique Filipino flavours may act as a source of inspiration for ice cream makers

CATEGORY DATA

- Table 1 Sales of Ice Cream by Category: Volume 2018-2023
- Table 2 Sales of Ice Cream by Category: Value 2018-2023
- Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023
- Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023
- Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
- Table 6 Sales of Impulse Ice Cream by Format: % Value 2018-2023
- Table 7 NBO Company Shares of Ice Cream: % Value 2019-2023
- Table 8 LBN Brand Shares of Ice Cream: % Value 2020-2023
- Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
- Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
- Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
- Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
- Table 13 Distribution of Ice Cream by Format: % Value 2018-2023
- Table 14 Forecast Sales of Ice Cream by Category: Volume 2023-2028
- Table 15 Forecast Sales of Ice Cream by Category: Value 2023-2028
- Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
- Table 17 Forecast Sales of Ice Cream 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 18 Sales of Snacks by Category: Volume 2018-2023
- Table 19 Sales of Snacks by Category: Value 2018-2023
- Table 20 Sales of Snacks by Category: % Volume Growth 2018-2023
- Table 21 Sales of Snacks by Category: % Value Growth 2018-2023
- Table 22 NBO Company Shares of Snacks: % Value 2019-2023
- Table 23 LBN Brand Shares of Snacks: % Value 2020-2023
- Table 24 Penetration of Private Label by Category: % Value 2018-2023
- Table 25 Distribution of Snacks by Format: % Value 2018-2023
- Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028
- Table 27 Forecast Sales of Snacks by Category: Value 2023-2028
- Table 28 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 29 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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