

Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to class-based learning key to the growth of sweet biscuits while snack bars lag behind

New product development and increase in marketing helps fuel the growth of sweet biscuits

Local players controls the category

PROSPECTS AND OPPORTUNITIES

Sweet biscuits set to outpace the growth of snack bars and fruit snacks

Increase in tourism should benefit sales of fruit snacks

E-commerce set to gain more traction as consumers become familiar with the value and convenience of online shopping

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit 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 21 - Sales of Snacks by Category: Volume 2018-2023

Table 22 - Sales of Snacks by Category: Value 2018-2023

Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Snacks: % Value 2019-2023

Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 - Penetration of Private Label by Category: % Value 2018-2023

Table 28 - Distribution of Snacks by Format: % Value 2018-2023

Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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