

# Snacks in the Philippines

June 2023

Table of Contents

## Snacks in the Philippines

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Consumers maintain price consciousness  
Competitive Landscape  
Channel developments  
What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023  
Table 2 - Sales of Snacks by Category: Value 2018-2023  
Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Snacks: % Value 2019-2023  
Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023  
Table 7 - Penetration of Private Label by Category: % Value 2018-2023  
Table 8 - Distribution of Snacks by Format: % Value 2018-2023  
Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028  
Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028  
Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return to normalcy benefits sales of chocolate confectionery in 2023  
Premiumisation becomes more prominent in 2023  
E-commerce thriving despite the end of mobility restrictions, while convenience stores benefit from increase in impulse purchases

#### PROSPECTS AND OPPORTUNITIES

Premiumisation expected to continue as the economy continues its recovery  
E-commerce will continue to serve as a sustainable source of growth  
Chocolate confectionery has a bright outlook with opportunities at both ends of the price spectrum

### CATEGORY DATA

Summary 2 - Other Chocolate Confectionery by Product Type: 2023  
Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023  
Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023  
Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023  
Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023  
Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023  
Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023  
Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023  
Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023  
Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028  
Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## Gum in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gum registered growth as economy recovers

E-commerce showing potential as major players invest in building an online presence

Leading players make investments to improve their competitiveness

#### PROSPECTS AND OPPORTUNITIES

Innovation could present new opportunities for gum

E-commerce expected to see further development

Little change expected in the competitive landscape

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2018-2023

Table 26 - Sales of Gum by Category: Value 2018-2023

Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 - Sales of Gum by Category: % Value Growth 2018-2023

Table 29 - Sales of Gum by Flavour: Rankings 2018-2023

Table 30 - NBO Company Shares of Gum: % Value 2019-2023

Table 31 - LBN Brand Shares of Gum: % Value 2020-2023

Table 32 - Distribution of Gum by Format: % Value 2018-2023

Table 33 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 - Forecast Sales of Gum by Category: Value 2023-2028

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

## Sugar Confectionery in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sugar confectionery sees sustained growth in 2023 as life returns to relative normality

Digital marketing helps boost brand and product awareness

Magnolia's exit to other sugar confectionery leaves more room while medicated confectionery benefits from an increase in cases of cold and flu

#### PROSPECTS AND OPPORTUNITIES

Improving economy should benefit sales

Health and wellness may impact product offerings

E-commerce should add vibrancy to sugar confectionery

#### CATEGORY DATA

Summary 3 - Other Sugar Confectionery by Product Type: 2023

Table 37 - Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 - Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2018-2023  
 Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028  
 Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028  
 Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028  
 Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## Ice Cream in the Philippines

### 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 49 - Sales of Ice Cream by Category: Volume 2018-2023  
 Table 50 - Sales of Ice Cream by Category: Value 2018-2023  
 Table 51 - Sales of Ice Cream by Category: % Volume Growth 2018-2023  
 Table 52 - Sales of Ice Cream by Category: % Value Growth 2018-2023  
 Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023  
 Table 54 - Sales of Impulse Ice Cream by Format: % Value 2018-2023  
 Table 55 - NBO Company Shares of Ice Cream: % Value 2019-2023  
 Table 56 - LBN Brand Shares of Ice Cream: % Value 2020-2023  
 Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023  
 Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023  
 Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023  
 Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023  
 Table 61 - Distribution of Ice Cream by Format: % Value 2018-2023  
 Table 62 - Forecast Sales of Ice Cream by Category: Volume 2023-2028  
 Table 63 - Forecast Sales of Ice Cream by Category: Value 2023-2028  
 Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028  
 Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

## Savoury Snacks in the Philippines

### 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 4 - Other Savoury Snacks by Product Type: 2023

Table 66 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 67 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 70 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 72 - Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

### Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

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

Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 85 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 86 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 87 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 90 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 91 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 92 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-the-philippines/report](http://www.euromonitor.com/snacks-in-the-philippines/report).