

Meals and Soups in the Philippines

November 2023

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Meals and Soups in the Philippines - Category analysis

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2023 DEVELOPMENTS

Meals and soups supported by consumers' demand for convenience E-commerce adds value as a promotional tool to link to social media Unilever maintains its top place thanks to Knorr's dominant position in dry soup

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Frozen ready meals could stimulate greater competition, with premium and health-focused options Health and wellness trends set to influence consumers' choices Foodservice partnerships could help boost sales of soup

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