

Butter and Spreads in the Philippines

Market Direction | 2022-09-13 | 18 pages | Euromonitor

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Report description:

2021 saw butter and spreads continue to perform strongly in a continuation of the strong positive growth that has been seen in the category since 2018. One major factor has underpinned the very favourable performance of margarine and spreads, where growth is being driven mainly by the promotional efforts of dominant leading player Magnolia Inc, which offers several brands of margarine. Butter and spreads is also likely to have benefitted from the increased opportunities for breakfasting at home...

Euromonitor International's Butter and Spreads in Philippines report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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