

Drinking Milk Products in the Philippines

Market Direction | 2022-09-13 | 21 pages | Euromonitor

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Report description:

2021 saw further strong growth in sales of drinking milk products, although growth rates were slower than what was seen in 2020 as the COVID-19 situation stabilised to some extent during the year. The favourable performance of the category since the onset of the COVID-19 pandemic can be attributed mainly to the double-digit growth registered in dairy only flavoured milk drinks and shelf stable milk, with both plain and flavoured UHT milk proving popular towards the end of the review period. Thes...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Summary 1 Research Sources

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