

Ice Cream in the Philippines

Market Direction | 2022-07-11 | 23 pages | Euromonitor

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Report description:

In 2022, the ice cream category is set to record slightly faster current value growth and volume growth than in the previous year. With the Philippines having a tropical climate, ice cream is expected to remain a popular treat that consumers will purchase either in times of celebration or in times of crisis, as it is an accessible indulgence with which individuals can reward themselves. The launch of new flavours and formulations with a healthier image, such as plant-based ice cream, will also a...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Ice Cream in the Philippines
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List Of Contents And Tables

ICE CREAM IN THE PHILIPPINES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Improved performance in 2022

Unilever works to maintain dominant position

Growing presence of artisanal brands

PROSPECTS AND OPPORTUNITIES

Some polarisation expected

Plant-based ice cream set to see strong growth

Frozen yoghurt and bulk water ice cream to be sluggish despite potential health-orientated positioning

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 6 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 7 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 8 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 13 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 15 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN THE PHILIPPINES

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2017-2022

Table 19 Sales of Snacks by Category: Value 2017-2022

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Table 20 Sales of Snacks by Category: % Volume Growth 2017-2022
Table 21 Sales of Snacks by Category: % Value Growth 2017-2022
Table 22 NBO Company Shares of Snacks: % Value 2018-2022
Table 23 LBN Brand Shares of Snacks: % Value 2019-2022
Table 24 Distribution of Snacks by Format: % Value 2017-2022
Table 25 Forecast Sales of Snacks by Category: Volume 2022-2027
Table 26 Forecast Sales of Snacks by Category: Value 2022-2027
Table 27 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027
Table 28 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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