

## **Drinking Milk Products in the Philippines**

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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### **Report description:**

Drinking milk products represented the largest category within dairy products and alternatives, having accounted for more than 40% of retail volume sales in 2023. The market is characterised by the strong appeal of shelf stable milk, largely due to the relatively limited availability of fresh milk in many parts of the country. Shelf stable milk is seen as an economical and nutritious alternative to having a light meal or snack, while its ready-to-drink format represents the ultimate in convenien...

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 2018-2022, 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 2027, 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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