

Consumer Foodservice in the Philippines

Market Direction | 2024-02-15 | 93 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Despite persisting inflationary pressures, consumer foodservice in the Philippines recorded healthy growth in terms of current value and number of transactions in 2023, with the strong recovery of the economy being one of the main contributors to this trend. Sales were further boosted by the greater mobility of Filipino consumers, including the return of in-person working and the revival of international travel. However, the rate of growth was slower than the previous year as players were forced...

Euromonitor International's Consumer Foodservice in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Foodservice in the Philippines
Euromonitor International
February 2024

List Of Contents And Tables

CONSUMER FOODSERVICE IN THE PHILIPPINES

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 1 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 5 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 6 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 7 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 8 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 9 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 10 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 11 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 12 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 13 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LIMITED-SERVICE RESTAURANTS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong performance in 2023, despite impact of inflation

Players invest in various strategies to sustain growth, including expanding into previously untapped areas and offering more value-for-money option

Philippines represents attractive launch pad for new players

PROSPECTS AND OPPORTUNITIES

Better economic conditions will have positive impact on sales

Digital marketing strategies will be instrumental in attracting new audiences

Players will need to manage impact of external factors

CATEGORY DATA

Table 14 Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023
 Table 16 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023
 Table 17 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
 Table 18 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
 Table 19 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
 Table 20 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
 Table 21 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
 Table 22 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
 Table 23 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
 Table 24 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
 Table 25 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
 Table 26 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
 Table 27 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

CAFES/BARS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Increase in consumer mobility sustains growth
- New brands and players enter the market
- Affordable coffee is on the rise, driven by grab-and-go start-ups

PROSPECTS AND OPPORTUNITIES

- Players will explore new formats
- Starbucks will continue to lead the category, amid increasing competition from smaller players
- Convenience stores could pose a threat to coffee shops

CATEGORY DATA

Table 28 Cafes/Bars by Category: Units/Outlets 2018-2023
 Table 29 Sales in Cafes/Bars by Category: Number of Transactions 2018-2023
 Table 30 Sales in Cafes/Bars by Category: Foodservice Value 2018-2023
 Table 31 Cafes/Bars by Category: % Units/Outlets Growth 2018-2023
 Table 32 Sales in Cafes/Bars by Category: % Transaction Growth 2018-2023
 Table 33 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2018-2023
 Table 34 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2019-2023
 Table 35 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2020-2023
 Table 36 Forecast Cafes/Bars by Category: Units/Outlets 2023-2028
 Table 37 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2023-2028
 Table 38 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2023-2028
 Table 39 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2023-2028
 Table 40 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2023-2028
 Table 41 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2023-2028

FULL-SERVICE RESTAURANTS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Players invest in various strategies to counter impact of inflation
- Third-party delivery operators continue to play crucial role in generating sales
- Cloud kitchen concept continues to expand

PROSPECTS AND OPPORTUNITIES

- Continued growth, as players look to expand into untapped geographical areas
- Consumers will continue seek out safe and convenient dining experiences

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued focus on home delivery

CATEGORY DATA

Table 42 Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 43 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 44 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 45 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 46 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 47 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 48 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 49 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 50 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 51 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 52 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

Table 53 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 54 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 55 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

SELF-SERVICE CAFETERIAS IN THE PHILIPPINES

2023 DEVELOPMENTS

PROSPECTS AND OPPORTUNITIES

STREET STALLS/KIOSKS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery driven by return of foot traffic and expansion into channels

On-the-go coffee satisfies consumer need for affordability and convenience

Milk tea and frozen yoghurt are popular staples

PROSPECTS AND OPPORTUNITIES

Ongoing popularity of milk tea and grab-and-go coffee kiosk format will fuel further growth

Players will build their digital presence

Franchising will continue to propel the category

CATEGORY DATA

Table 56 Street Stalls/Kiosks: Units/Outlets 2018-2023

Table 57 Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023

Table 58 Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023

Table 59 Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023

Table 60 Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023

Table 61 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023

Table 62 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023

Table 63 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023

Table 64 Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028

Table 65 □Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028

Table 66 □Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028

Table 67 □Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028

Table 68 □Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028

Table 69 □Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

CONSUMER FOODSERVICE BY LOCATION IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retail locations benefit from increase in footfall in shopping malls
Revenge travel sparks growth in travel, lodging and leisure locations
Standalone outlets see strong performance

PROSPECTS AND OPPORTUNITIES

More retail spaces expected, as real estate companies expand into unserved areas
Foodservice in travel locations will continue to recover, while more stand-alone outlets are likely to emerge
Foodservice players will continue to explore additional formats to expand reach

CATEGORY DATA

- Table 70 Consumer Foodservice by Location: Units/Outlets 2018-2023
- Table 71 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023
- Table 72 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023
- Table 73 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023
- Table 74 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023
- Table 75 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023
- Table 76 Consumer Foodservice through Standalone: Units/Outlets 2018-2023
- Table 77 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023
- Table 78 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023
- Table 79 □Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023
- Table 80 □Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023
- Table 81 □Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023
- Table 82 □Consumer Foodservice through Leisure: Units/Outlets 2018-2023
- Table 83 □Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023
- Table 84 □Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023
- Table 85 □Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023
- Table 86 □Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023
- Table 87 □Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023
- Table 88 □Consumer Foodservice through Retail: Units/Outlets 2018-2023
- Table 89 □Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023
- Table 90 □Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023
- Table 91 □Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023
- Table 92 □Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023
- Table 93 □Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023
- Table 94 □Consumer Foodservice through Lodging: Units/Outlets 2018-2023
- Table 95 □Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023
- Table 96 □Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023
- Table 97 □Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023
- Table 98 □Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023
- Table 99 □Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023
- Table 100 □Consumer Foodservice through Travel: Units/Outlets 2018-2023
- Table 101 □Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023
- Table 102 □Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023
- Table 103 □Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023
- Table 104 □Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023
- Table 105 □Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023
- Table 106 □Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028
- Table 107 □Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028
- Table 108 □Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 109 □Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028
Table 110 □Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028
Table 111 □Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028
Table 112 □Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028
Table 113 □Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028
Table 114 □Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028
Table 115 □Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028
Table 116 □Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028
Table 117 □Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028
Table 118 □Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028
Table 119 □Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028
Table 120 □Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028
Table 121 □Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028
Table 122 □Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028
Table 123 □Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028
Table 124 □Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028
Table 125 □Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028
Table 126 □Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028
Table 127 □Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028
Table 128 □Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028
Table 129 □Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028
Table 130 □Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028
Table 131 □Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028
Table 132 □Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028
Table 133 □Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028
Table 134 □Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028
Table 135 □Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028
Table 136 □Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028
Table 137 □Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028
Table 138 □Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028
Table 139 □Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028
Table 140 □Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028
Table 141 □Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Foodservice in the Philippines

Market Direction | 2024-02-15 | 93 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com