

Butter and Spreads in the Philippines

Market Direction | 2024-08-28 | 19 pages | Euromonitor

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Report description:

Butter and spreads are staple pantry items in Filipino households, frequently used in both home cooking and baking. These products are integral to a variety of traditional dishes, such as adobo variations, and are also popular as spreads for bread, making them a versatile ingredient in everyday meals. The retail value growth in this category has been significantly driven by efforts from key players such as Fonterra Brands (Phils) Inc and Magnolia Inc, which have strategically capitalised on the...

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 2019-2023, 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 2028, 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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BUTTER AND SPREADS IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate retail value growth for butter and spreads in 2024, despite a minor fall in retail volume sales
Players seek to secure foodservice partnerships, as foodservice volume sales of butter and spreads experience significant growth
Brands leverage social media platforms to drive aggressive marketing efforts targeted towards younger consumers

PROSPECTS AND OPPORTUNITIES

Butter and spreads set to exhibit moderate retail volume and value growth over the forecast period.
Smaller pack sizes will proliferate
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