

Drinking Milk Products in the Philippines

Market Direction | 2024-08-28 | 22 pages | Euromonitor

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Report description:

Despite continued cost-of-living challenges and impaired consumer confidence in 2024, overall drinking milk products is set to continue to experience positive retail volume and current value gains in the Philippines. There is a strongly skewed preference for shelf stable milk over fresh milk in the country, due to its relative affordability, longer shelf life, wide distribution, and availability in both urban and rural areas. Shelf stable milk is anticipated to continue to be led by Nestle SA's...

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 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: 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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DRINKING MILK PRODUCTS IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Drinking milk products sees positive retail volume and value growth, despite headwinds from cost-of-living challenges
Despite overwhelming popularity of shelf stable milk in foodservice, fresh milk sees considerable volume growth in 2024
Single-serve packs of drinking milk products see greater availability

PROSPECTS AND OPPORTUNITIES

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