

Breakfast Cereals in the Philippines

Market Direction | 2024-11-06 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

While the Philippines is a rice-eating nation, the increasingly hectic lifestyles of consumers have propelled the expansion of breakfast cereals in retail volume terms. Due to their ease of preparation, such products have emerged as a convenient morning meal option for many consumers. Commercially-produced breakfast cereals are particularly popular with parents of young children, thanks to the sustained marketing efforts of the leading players. For example, Nestle Philippines has been very activ...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Breakfast Cereals in the Philippines
Euromonitor International
November 2024

List Of Contents And Tables

BREAKFAST CEREALS IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Breakfast cereals maintains positive growth trajectory amid hectic lifestyles
Focus on nutritional content
E-commerce emerges as important source of growth

PROSPECTS AND OPPORTUNITIES

Better economic conditions will lead to increased demand
Greater emphasis on health aspects of cereals
On-the-go formats may see greater visibility

CATEGORY DATA

- Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

STAPLE FOODS IN THE PHILIPPINES

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 12 Sales of Staple Foods by Category: Volume 2019-2024
- Table 13 Sales of Staple Foods by Category: Value 2019-2024
- Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Breakfast Cereals in the Philippines

Market Direction | 2024-11-06 | 19 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@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-08
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com