

PHILIPPINES



Philippines

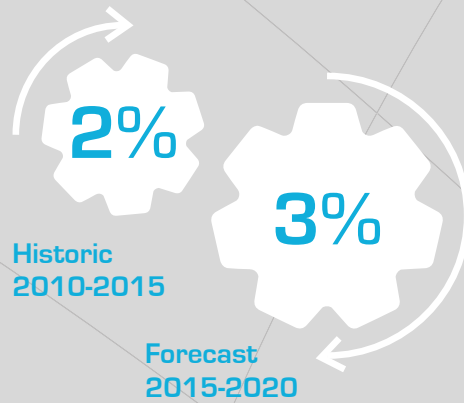
Retail market size,
in US\$ billion

11 US\$

The Philippines accounts for 2% of total Asia Pacific food sales but growth has been lagging behind the region.

Cooking ingredients and meals, in particular vegetable and seed oils are a very important part of consumers diet and so are savoury snacks.

Retail CAGR (real) fixed US\$



Retail market size,
in US \$billion



4 Staples



3 Dairy



3 Snacks



2 Meals

Share of Modern Grocery



Modern grocery keeps stealing share from traditional grocery driven by growing consolidation and store expansion.



Philippines

MARKET SHARE Top food players in 2015



Nestlé

9.6%



**JG SUMMIT
HOLDINGS, INC.**

9.0%



SAN MIGUEL CORPORATION

7.6%



**Monde Nissin
CORPORATION**

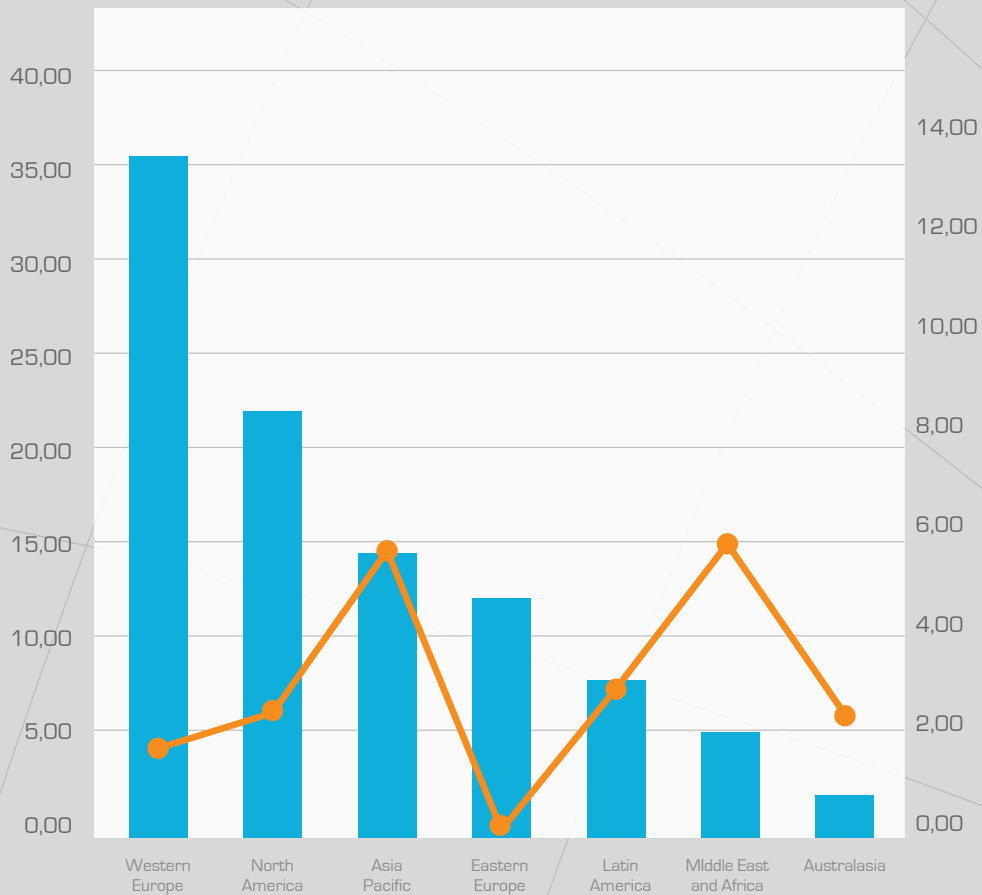
5.5%



Philippines

STRONG FORECAST FROM DEVELOPING REGIONS

Market size: Chocolate Confectionery



■ Retail value sales 2016 (US\$ billion)
—●— Constant CAGR 2016-2021 (%)



Philippines

KEY TRENDS

EXPANSION OF THE MIDDLE CLASS

- Government assisting low income families.
- Remittances from overseas.
- Rising demand in foreign brands and specialist food.

PREMIUMISATION

- Packaging and flavour: Gold packaging, local and exotic flavours, more meat.
- Health: Superfruits, BFY products, natural ingredients, Gluten-free cookies, high-fibre chips.

CHILDREN AS A TARGET AUDIENCE

- 25% of population < 14 yrs.
- Parents are more willing to spend on children.
- Better access to media and internet facilitates growth.



Philippines

FASTEST GROWING CATEGORY

% CAGR growth 2010 - 2015

Savoury Snacks 5.8%

Companies, are geared towards using healthier raw material inputs rather than making changes to their manufacturing processes.



Ready Meals 4.1%

Ready meals and foodservice are popular meal options among busy individuals.



Sweet Snacks 3.9%

Growing consumer desire for healthy food choices, is mainly addressed by companies through fortification.

