



Euromonitor
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Baked Goods in the Philippines

December 2025

Table of Contents

Baked Goods in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pastries gains momentum while bread anchors everyday demand

INDUSTRY PERFORMANCE

Baked goods sees steady gains in 2025

Pastries drives overall category growth

WHAT'S NEXT?

Retail value and volume sales set for steady expansion

Health and wellness priorities guide product development

Green initiatives gain importance in baked goods

COMPETITIVE LANDSCAPE

Gardenia Bakeries Philippines maintains leadership

Maya brand pushes growth for Liberty Commodities

CHANNELS

Food specialists remains key purchasing channel for baked goods

E-commerce goes from strength to strength

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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Staple Foods in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Essential demand holds firm as innovation and digital reach expand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

Further growth forecast as government works to ease price pressure

Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

Nongshim expands thanks to success in instant noodles

CHANNELS

Supermarkets leads retail distribution, rising further in 2025

E-commerce posts fastest expansion, with social commerce boosting consumer engagement

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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