



**Euromonitor
International**

Rice, Pasta and Noodles in the Philippines

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Policy shifts and brand activations shape a resilient staples category

INDUSTRY PERFORMANCE

Rice retains essential role in Filipino diets in 2025
Rice remains major growth driver

WHAT'S NEXT?

Sales of rice, pasta and noodles set for steady growth
Wellness trends shape innovation in instant noodles
Sustainability initiatives gain strategic importance

COMPETITIVE LANDSCAPE

Monde Nissin Corp builds on instant noodles leadership
Nongshim expands within instant noodles

CHANNELS

Supermarkets remains the leading distribution channel in 2025
E-commerce benefits from convenience demand and increased engagement

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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

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