



Sweet Spreads in the Philippines

December 2025

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Sweet Spreads in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads expands through everyday peanut butter use and rising health-led demand for honey

INDUSTRY PERFORMANCE

Sweet spreads posts strong value growth in 2025

Honey outpaces all other category members

WHAT'S NEXT?

Sweet spreads set to see steady growth supported by core spreads

Health and wellness considerations will continue to influence sweet spreads choices

Brand activation and foodservice to reinforce relevance of sweet spreads

COMPETITIVE LANDSCAPE

Newborn Food Products consolidates category leadership

Capilano benefits from consumers' increased interest in honey

CHANNELS

Supermarkets remains primary retail distribution channel

Regular promotions support growth in retail e-commerce channel

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Cooking Ingredients and Meals in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Essentials, wellness cues and digital activation shape category momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising value growth despite inflationary pressures in 2025

Olive all benefits from prevailing health trends, while meals and soups sees intensified competition from heated options

Brands invest in digitalisation and collaborations

WHAT'S NEXT?

Value sales will continue to rise amid uncertainty surrounding taxation measures

Health and wellness trends to remain key to development and progress

Players work to streamline operations

COMPETITIVE LANDSCAPE

San Pablo leads through Minola oil

CJ Cheiljedang benefits from consumer interest in South Korean food

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