



Euromonitor
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Cooking Ingredients and Meals in the Philippines

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Cooking Ingredients and Meals in the Philippines

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

CHANNELS

Supermarkets leads retail distribution and sees further growth in 2025

E-commerce outpaces all other distribution channels in terms of expansion

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Trading up and supply swings lift value, while core usage remains steady

INDUSTRY PERFORMANCE

Edible oils posts moderate value gains while volume remains flat in 2025

Olive oil drives overall value growth despite low volumes

WHAT'S NEXT?

Edible oils set for steady value growth over the forecast period
Health and wellness will remain central themes in category evolution
Policy measures around coconut oil expected to support price stabilisation

COMPETITIVE LANDSCAPE

San Pablo retains leadership in edible oils in 2025
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Convenience-led meal solutions gain relevance despite rising competition

INDUSTRY PERFORMANCE

Meals and soups records solid value gains as convenience demand rises in 2025
Soup sees fastest value growth within overall category

WHAT'S NEXT?

Meals and soups set for further value gains as convenience demand persists
Health and wellness positioning emerges as a key differentiator
Competition intensifies as hot meals and snacks offer alternatives to packaged products

COMPETITIVE LANDSCAPE

Unilever Foods maintains category leadership in 2025
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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Sauces, dips and condiments posts solid growth in 2025

Price sensitivity supports growth in dry recipe sauces, while CDO joins forces with Heinz

WHAT'S NEXT?

Steady value and volume gains expected for sauces, dips and condiments

Health and wellness trends will remain major influence on innovation

Foodservice partnerships to support sauces and condiments demand

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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

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Regular promotions support growth in retail e-commerce channel

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-the-philippines/report.