



Staple Foods in the Philippines

December 2025

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Staple Foods in the Philippines

EXECUTIVE SUMMARY

Essential demand holds firm as innovation and digital reach expand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

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Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

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Pastries gains momentum while bread anchors everyday demand

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Baked goods sees steady gains in 2025

Pastries drives overall category growth

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INDUSTRY PERFORMANCE

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Hot cereals sees fastest growth

WHAT'S NEXT?

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Muesli and granola supported by health and lifestyle positioning
Sustainability agenda gathers importance in breakfast cereals

COMPETITIVE LANDSCAPE

Pepsi-Cola Products Philippines Inc builds on leadership in hot cereals
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Health and wellness messaging gaining prominence

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[Rice, Pasta and Noodles in the Philippines](#)

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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?

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Wellness trends shape innovation in instant noodles

Sustainability initiatives gain strategic importance

COMPETITIVE LANDSCAPE

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