



# Processed Meat, Seafood and Alternatives To Meat in the Philippines

December 2025

## Processed Meat, Seafood and Alternatives To Meat in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Canned seafood and protein convenience underpin resilient growth

#### INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives records resilient growth in 2025

Century Pacific helps drive dynamism in processed seafood

#### WHAT'S NEXT?

Category expected to post steady gains over the forecast period

Health and wellness positioning becomes more important

Sustainability considerations play a larger role in operations

#### COMPETITIVE LANDSCAPE

Purefoods-Hormel Co Inc extends leadership across formats

Universal Canning benefits from strength of Master brand

#### CHANNELS

Supermarkets retains retail distribution lead

E-commerce gains momentum

#### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

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Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 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 15 - Sales of Staple Foods by Category: Volume 2020-2025  
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Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025  
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Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-the-philippines/report](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-the-philippines/report).