



Meals and Soups in the Philippines

December 2025

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Meals and Soups in the Philippines - Category analysis

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2025 DEVELOPMENTS

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

Century Pacific sees growth driven by Hunt's brand

CHANNELS

Supermarkets remains the main distribution channel for meals and soups

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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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