



Passport

Chocolate Confectionery in the Philippines

Euromonitor International

June 2021

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CHOCOLATE CONFECTIONERY IN THE PHILIPPINES - CATEGORY ANALYSIS

KEY DATA FINDINGS

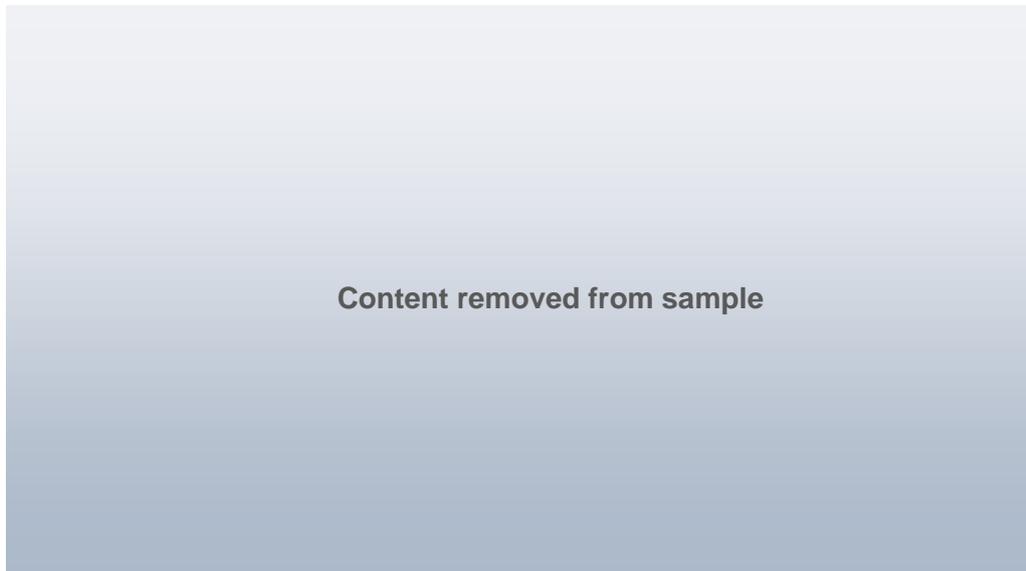
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2021 DEVELOPMENTS

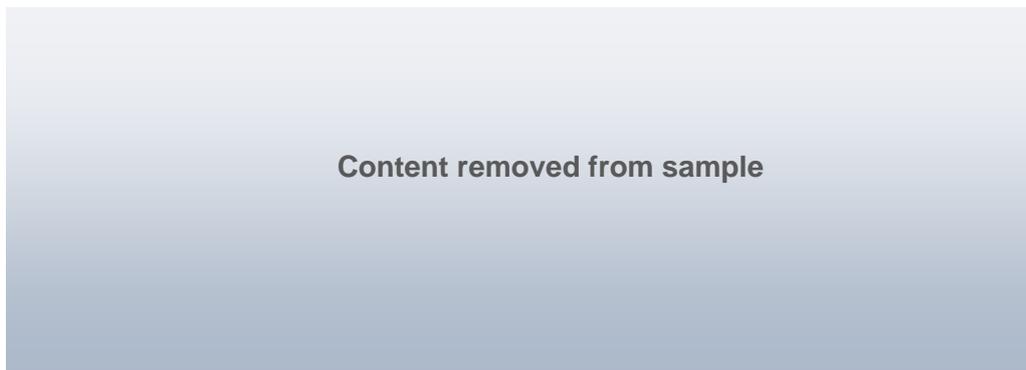
Chocolate confectionery showing signs of recovery backed by strong performance from Universal Robina Corp

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New product launches continue to surface despite the challenges presented by COVID-19

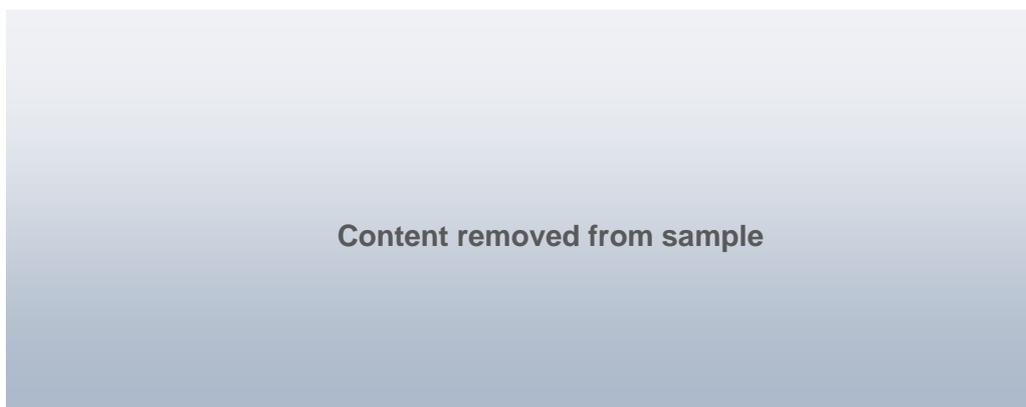


Kinder Joy creates A digital universe to increase the attraction of its products

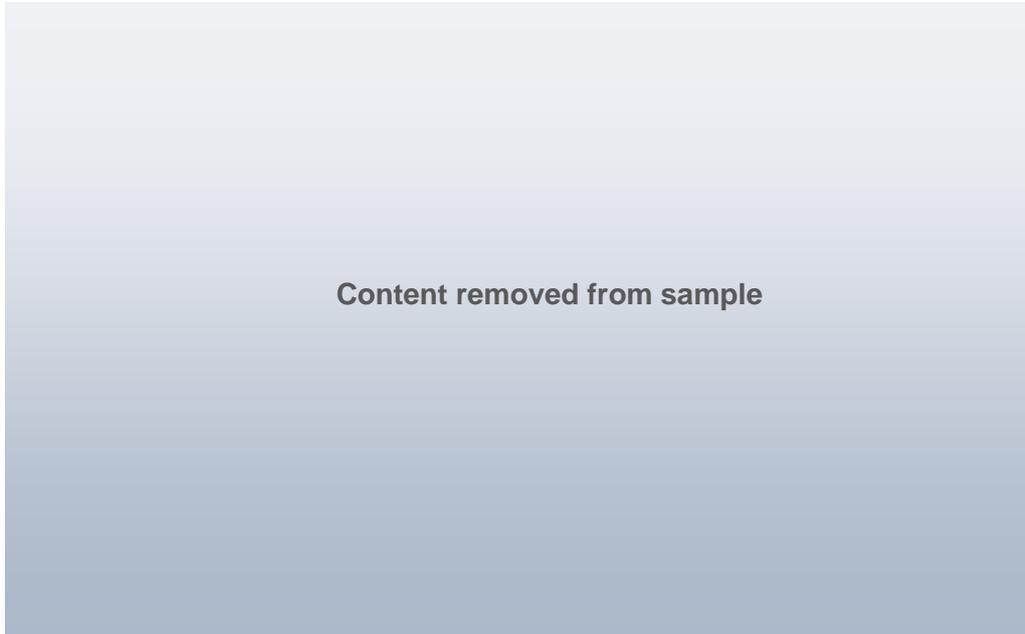


PROSPECTS AND OPPORTUNITIES

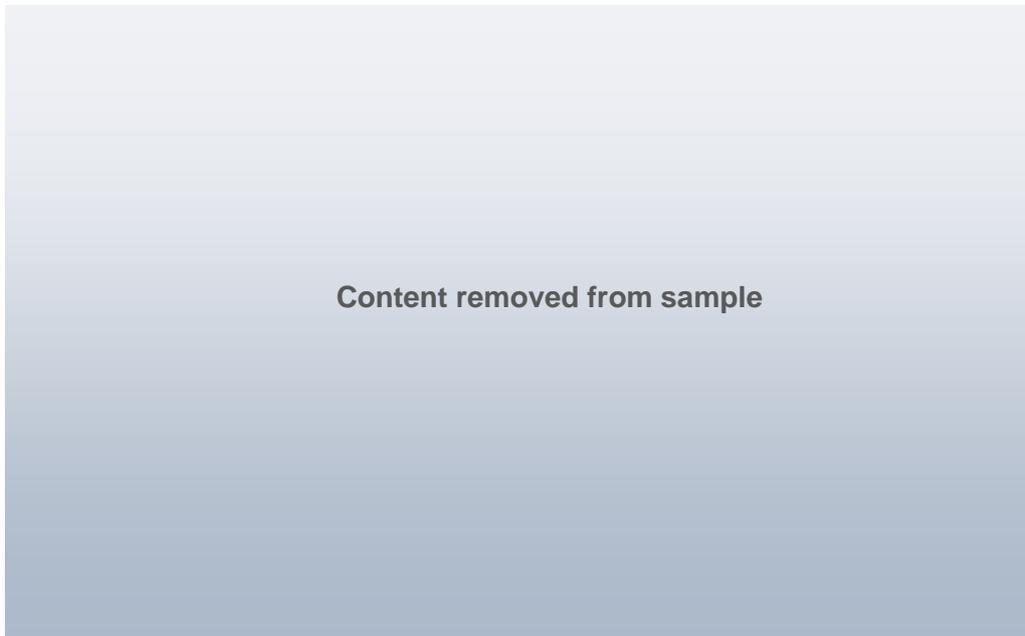
Chocolate confectionery set for bright future driven by economic recovery and new product development



Could healthier options gain A foothold in chocolate confectionery over the forecast period?



E-commerce set for further gains



Summary 1 Other Chocolate Confectionery by Product Type: 2021

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

CATEGORY DATA

Table 1 Sales of Chocolate Confectionery by Category: Volume 2016-2021

'000 tonnes	2016	2017	2018	2019	2020	2021
Chocolate Pouches and Bags	Data removed from sample					
Boxed Assortments						
Chocolate with Toys						
Countlines						
Seasonal Chocolate						
Tablets						
Other Chocolate						
Confectionery						
Chocolate Confectionery						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Chocolate Confectionery by Category: Value 2016-2021

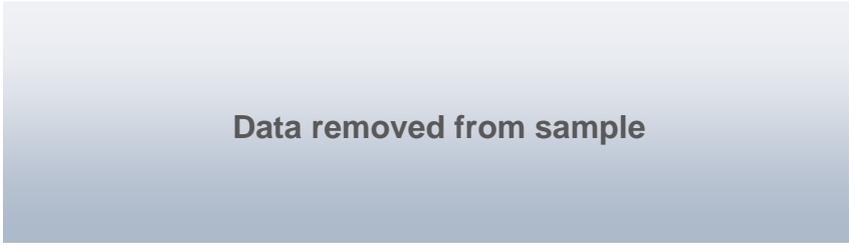
PHP million	2016	2017	2018	2019	2020	2021
Chocolate Pouches and Bags	Data removed from sample					
Boxed Assortments						
Chocolate with Toys						
Countlines						
Seasonal Chocolate						
Tablets						
Other Chocolate						
Confectionery						
Chocolate Confectionery						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total

Chocolate Pouches and Bags
 Boxed Assortments
 Chocolate with Toys
 Countlines
 Seasonal Chocolate
 Tablets
 Other Chocolate Confectionery
 Chocolate Confectionery



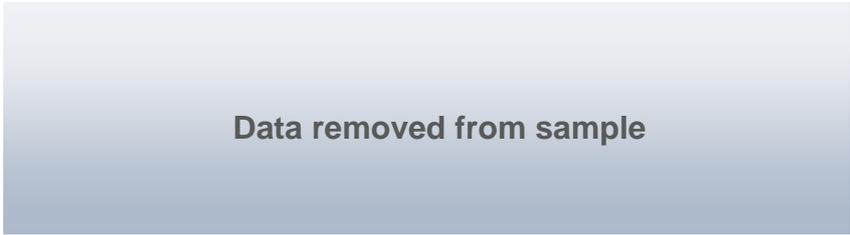
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Chocolate Pouches and Bags
 Boxed Assortments
 Chocolate with Toys
 Countlines
 Seasonal Chocolate
 Tablets
 Other Chocolate Confectionery
 Chocolate Confectionery



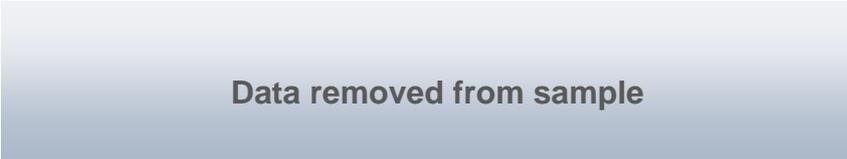
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Chocolate Tablets by Type: % Value 2016-2021

% retail value rsp

2016 2017 2018 2019 2020 2021

Filled
 Plain Dark
 Plain Milk
 Plain White
 Total

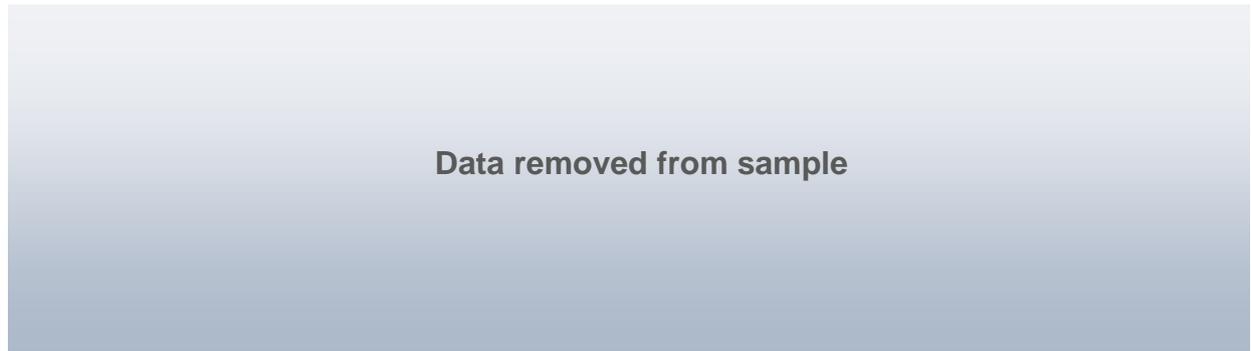


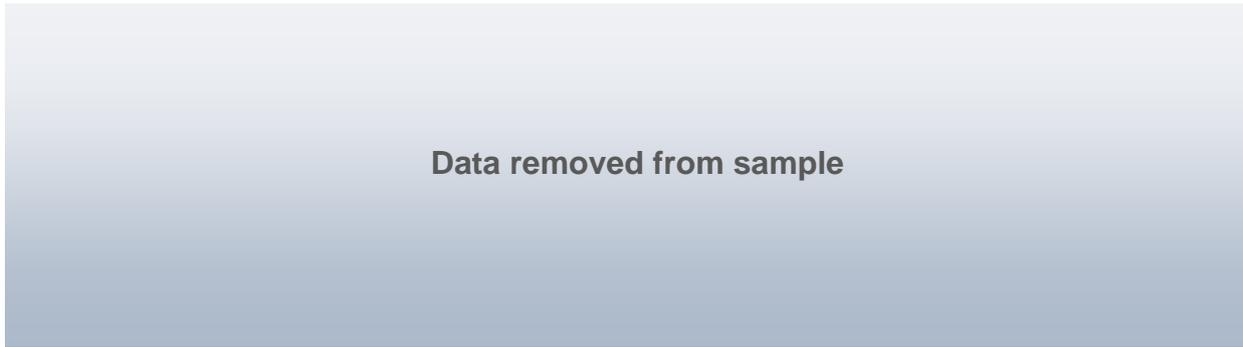
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2017-2021

% retail value rsp

Company 2017 2018 2019 2020 2021





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Table 8 Distribution of Chocolate Confectionery by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2021-2026

'000 tonnes	2021	2022	2023	2024	2025	2026
Chocolate Pouches and Bags	Data removed from sample					
Boxed Assortments						
Chocolate with Toys						
Countlines						
Seasonal Chocolate						
Tablets						
Other Chocolate Confectionery						
Chocolate Confectionery						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Chocolate Confectionery by Category: Value 2021-2026

PHP million	2021	2022	2023	2024	2025	2026
Chocolate Pouches and Bags	Data removed from sample					
Boxed Assortments						
Chocolate with Toys						
Countlines						
Seasonal Chocolate						
Tablets						
Other Chocolate Confectionery						
Chocolate Confectionery						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Chocolate Pouches and Bags	Data removed from sample		
Boxed Assortments			
Chocolate with Toys			
Countlines			
Seasonal Chocolate			
Tablets			
Other Chocolate Confectionery			
Chocolate Confectionery			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Chocolate Pouches and Bags	Data removed from sample		
Boxed Assortments			
Chocolate with Toys			
Countlines			
Seasonal Chocolate			
Tablets			
Other Chocolate Confectionery			
Chocolate Confectionery			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

SNACKS IN THE PHILIPPINES - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

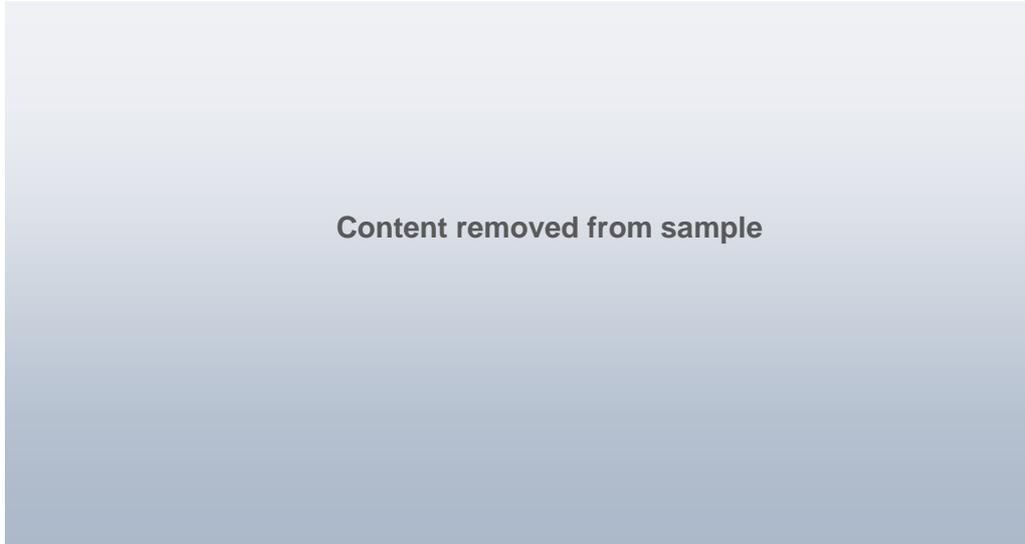
Snacks in 2021: The big picture

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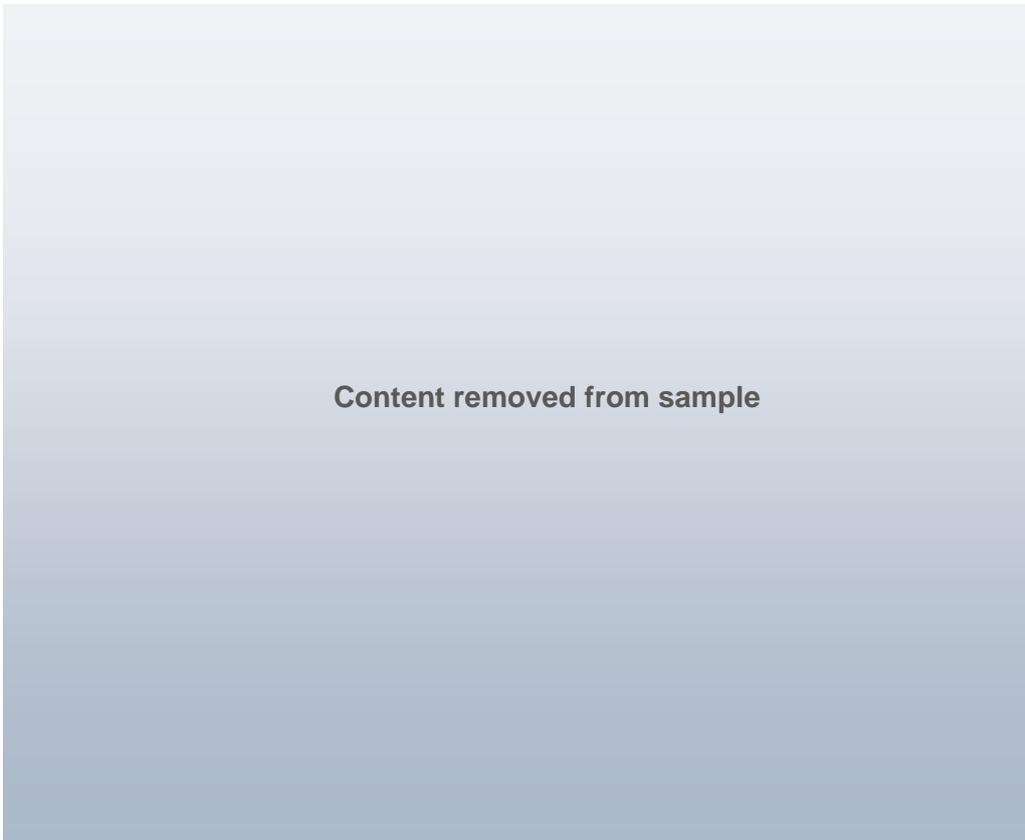
Key trends in 2021

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Competitive landscape



Channel developments



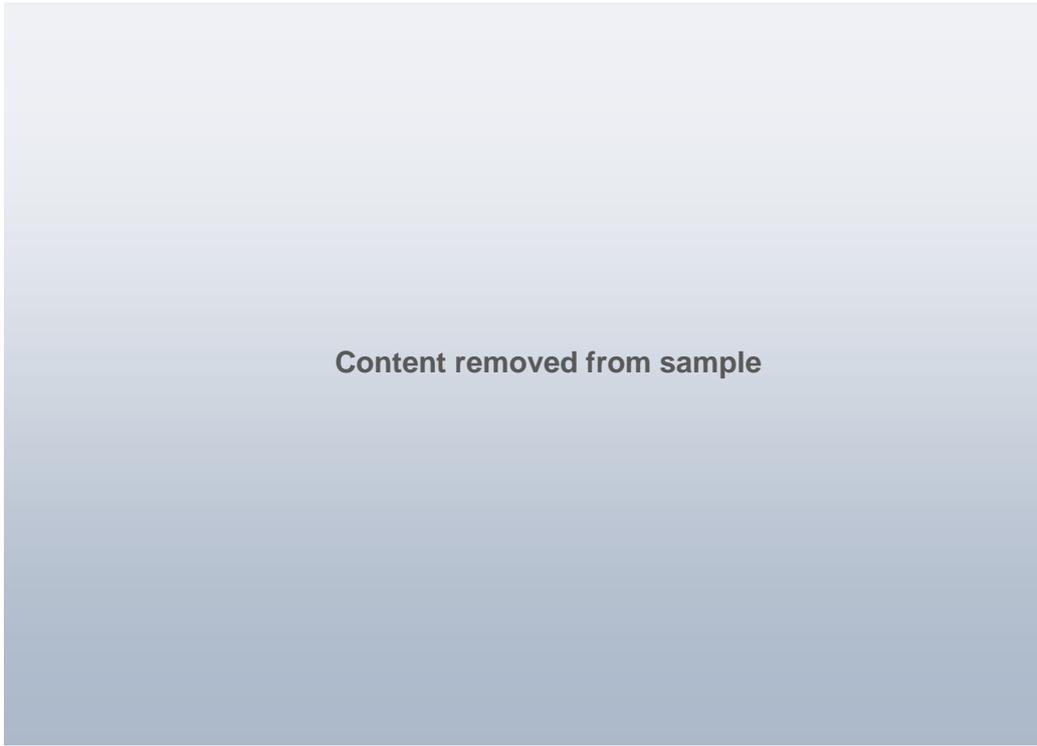


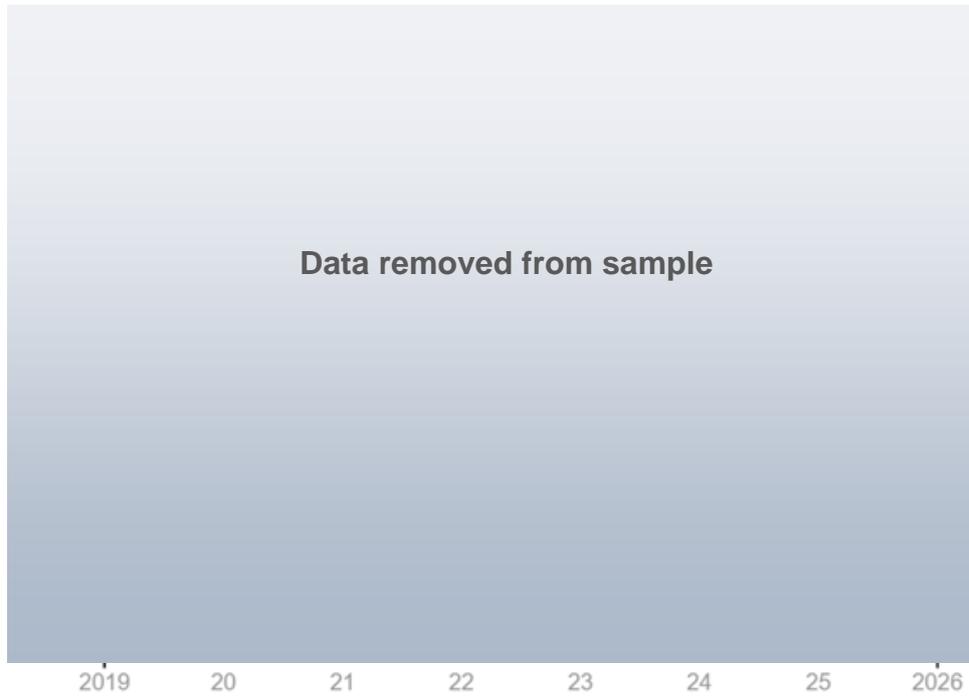
Chart 1 Snacks Value Sales Growth Scenarios: 2019-2026

Retail Value Sales, Real, US\$ mn, 2019 - 2026

2021 Constant Prices, 2021 Fixed Year Exchange Rate

Snacks - Philippines

Passport Baseline C19 Pessimistic1



Source: Euromonitor International Industry Forecast Model

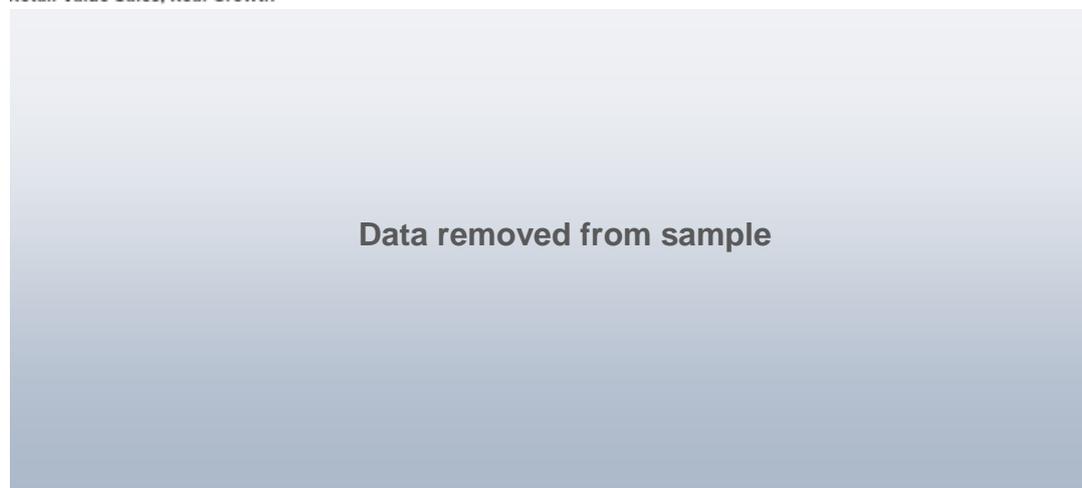
Chart 2 Snacks Impact of Drivers on Value Sales: 2019-2026

Retail Value Sales, Real US\$ mn 2019 - 2026

2021 Constant Prices, 2021 Fixed Year Exchange Rate

Philippines - Snacks

Retail Value Sales, Real Growth



Source: Euromonitor International Industry Forecast Model

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2016-2021

'000 tonnes

	2016	2017	2018	2019	2020	2021
Confectionery	Data removed from sample					
Ice Cream and Frozen Desserts						
Savoury Snacks						
Sweet Biscuits, Snack Bars and Fruit Snacks						
Snacks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Snacks by Category: Value 2016-2021

PHP million

	2016	2017	2018	2019	2020	2021
Confectionery	Data removed from sample					
Ice Cream and Frozen Desserts						
Savoury Snacks						
Sweet Biscuits, Snack Bars and Fruit Snacks						
Snacks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Snacks by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Confectionery	Data removed from sample		
Ice Cream and Frozen Desserts			
Savoury Snacks			
Sweet Biscuits, Snack Bars and Fruit Snacks			
Snacks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

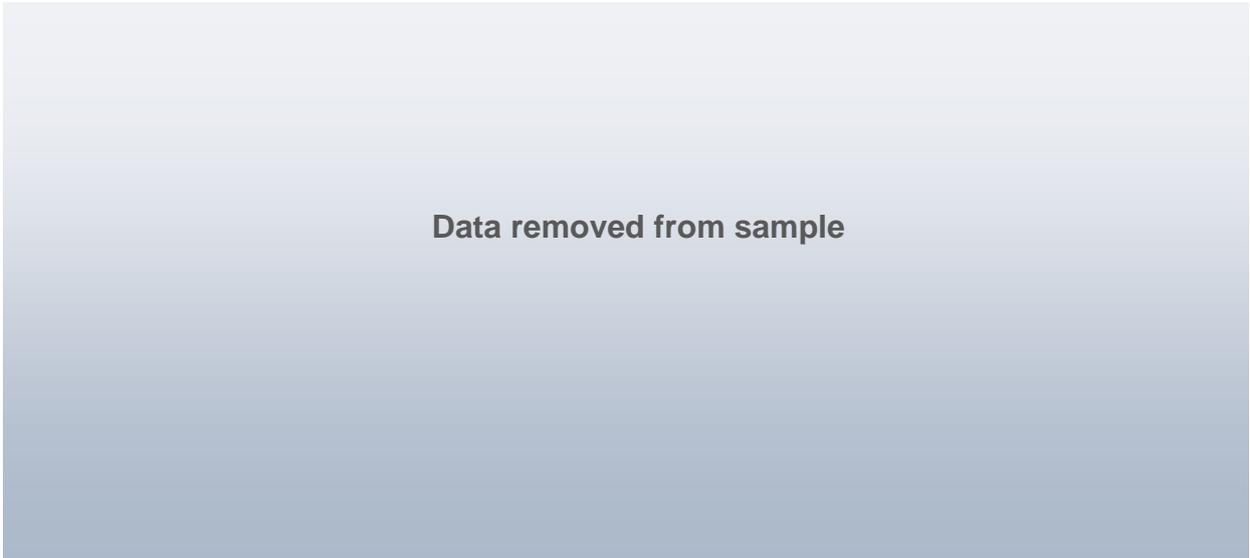
Table 16 Sales of Snacks by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Confectionery	Data removed from sample		
Ice Cream and Frozen Desserts			
Savoury Snacks			
Sweet Biscuits, Snack Bars and Fruit Snacks			
Snacks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 NBO Company Shares of Snacks: % Value 2017-2021

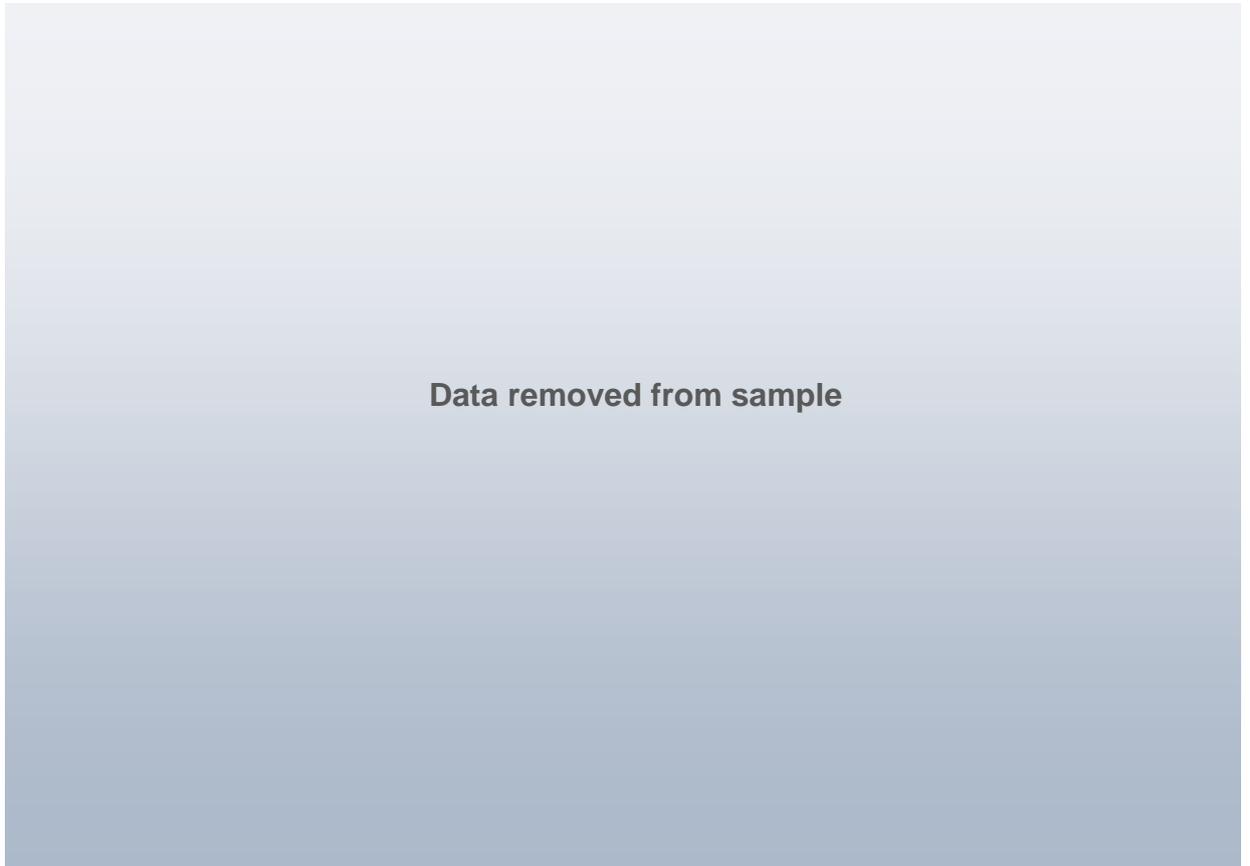
% retail value rsp Company	2017	2018	2019	2020	2021
Data removed from sample					



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 LBN Brand Shares of Snacks: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 **Distribution of Snacks by Format: % Value 2016-2021**

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Forecast Sales of Snacks by Category: Volume 2021-2026

'000 tonnes	2021	2022	2023	2024	2025	2026
Confectionery	Data removed from sample					
Ice Cream and Frozen Desserts						
Savoury Snacks						
Sweet Biscuits, Snack Bars and Fruit Snacks						
Snacks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Snacks by Category: Value 2021-2026

PHP million	2021	2022	2023	2024	2025	2026
Confectionery	Data removed from sample					
Ice Cream and Frozen Desserts						
Savoury Snacks						
Sweet Biscuits, Snack Bars and Fruit Snacks						
Snacks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Confectionery	Data removed from sample		
Ice Cream and Frozen Desserts			
Savoury Snacks			
Sweet Biscuits, Snack Bars and Fruit Snacks			
Snacks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 23 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Confectionery	Data removed from sample		
Ice Cream and Frozen Desserts			
Savoury Snacks			

Sweet Biscuits, Snack Bars and Fruit
Snacks
Snacks

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

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SOURCES

Sources used during research include the following:

Summary 2 Research Sources

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Source: Euromonitor International