

Better For You Packaged Food in the Philippines

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Abstracts

Retail current value sales of better you for (BFY) packaged food in the Philippines plunged by more than one fifth during 2020. Reduced fat sauces, dressings and condiments led this decline, with their retail current value sales almost halving. Reduced fat mayonnaise accounts for the bulk of retail current value sales of reduced fat sauces, dressings and condiments, with Unilever Foods Philippines (CMC)'s Lady's Choice Mayo Lite the only major brand. Rival products like Tesco Light Mayonnaise an...

Euromonitor International's Better For You Packaged Food in Philippines report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Supply constraints at Unilever Foods Philippines (CMC) weighed heavily on retail current value sales of reduced fat sauces, dressings and condiments

Stockpiling and increased interest in health and wellness boost demand for reduced salt tuna

Some locked-down middle- and high-income consumers turn in e-commerce

RECOVERY AND OPPORTUNITIES

Strong demand for baked goods will buoy retail current value sales of reduced fat sauces, dressings and condiments

Economic hangover will weigh on demand for premium products

Manufacturers will increase their focus on marketing as the fight for value share grows fiercer

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