

# Biscuits and Snack Bars in the Philippines

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## Abstracts

While television commercials are still predominantly used to build brand awareness, companies also use events to directly market their products to consumers. Jack 'n' Jill Magic Flakes, for instance, continued its "Nothing Like Magic" campaign where unsuspecting individuals are surprised by its brand endorser, John Lloyd Cruz, with gifts and prizes. The campaign is brought around the country and visited places such as Baguio City in the north and Laguna in the south. Rebisco Hansel, meanwhile,...

Euromonitor International's Biscuits and Snack Bars in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

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

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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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