

## Breakfast Cereals in the Philippines

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Sales of breakfast cereals grew by 8% in current retail value terms and by 5% in retail volume terms in 2017, rates that were both slightly faster than in 2016. Even if major brands were not active in introducing new options, consumption of breakfast cereals is improving, driven largely by the known benefits to health. This held true especially for hot cereals, children's breakfast cereals and flakes, which all recorded slightly faster retail value and volume growth in 2017 versus 2016. The perf...

Euromonitor International's Breakfast Cereals 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 2012-2016, 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 2021 illustrate how the market is set to change.

**Product coverage:** Hot Cereals, RTE Cereals.

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

### Why buy this report?

- Get a detailed picture of the Breakfast Cereals 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Breakfast Cereals by Category: Volume 2012-2017

Table 2 Sales of Breakfast Cereals by Category: Value 2012-2017

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2012-2017

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2013-2017

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2014-2017

Table 7 Distribution of Breakfast Cereals by Format: % Value 2012-2017

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2017-2022

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Nestlé Philippines Inc in Packaged Food (philippines)

Strategic Direction

Key Facts

Summary 1 Nestlé Philippines Inc: Key Facts

Competitive Positioning

Summary 2 Nestlé Philippines Inc: Competitive Position 2017

Executive Summary

Packaged Food Records Slightly Faster Value Growth in 2017

Consumer Desire for Convenience Shapes the Development of Packaged Food

Universal Robina Corp Sustains Its Lead in Packaged Food in 2017

Supermarkets Remains the Key Distribution Channel for Packaged Food in 2017

Minimal Slowdown in Packaged Food Is Expected Over the Forecast Period

Key Trends and Developments

Government Continuously Includes Food and Health-related Issues in Its Policies

More Companies Enter Into Partnerships

Companies Invest in Expansion

Cross-category Expansion Continues To Be A Key Strategy Among Companies

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2012-2017

Table 17 Sales of Packaged Food by Category: Value 2012-2017

Table 18 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 19 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 20 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 21 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 22 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 23 Penetration of Private Label by Category: % Value 2012-2017

Table 24 Distribution of Packaged Food by Format: % Value 2012-2017

Table 25 Distribution of Packaged Food by Format and Category: % Value 2017

Table 26 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 27 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth 2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

Sources

Summary 3 Research Sources

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