

Fortified/Functional Packaged Food in the Philippines

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Abstracts

Retail current value sales of fortified/functional (FF) packaged food expanded at their fastest rate in more than a decade during 2020. FF Dairy, particularly FF powder milk and FF probiotic yoghurt, accounts for bulk of retail current value sales of FF packaged food, and demand for both of these products was boosted by COVID-19. Retail current value sales of FF powder milk were boosted by increased bulk buying, particularly during the early stages of the pandemic, while demand for FF probiotic...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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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Lockdown undermines demand for FF gum

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GLOBAL INDUSTRY ENVIRONMENT

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