

Free From in the Philippines

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Abstracts

Growth in retail current value sales of free from packaged food accelerated modestly during 2020, with free from dairy milk the main driver of this. However, the rate of growth in retail current value sales did slow in free from dairy milk, with the negative effect of a difficult economic environment outweighing the positive impact of a shift in demand from the foodservice channel due to COVID-19. The pandemic has also helped to make consumers more health conscious, boosting demand for free from...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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.

Contents

KEY DATA FINDINGS

2020 IMPACT

In spite of the negative economic impact of COVID-19, shift in demand from foodservice leads to modest acceleration in retail current value sales growth

Significant new product development, particularly in soy milk

Increase in home cooking boosts demand for tofu, while stockpiling leads to higher retail current value sales of free from baby food

RECOVERY AND OPPORTUNITIES

2021 will see a sharp slowdown in retail current value sales growth, as some demand shifts back to foodservice

E-commerce may grow in importance, particularly for free from lactose special baby milk formula

Monde Nissin Corp makes a host of meat-free bets

CATEGORY DATA

Table 1 Sales of Free From by Category: Value 2015-2020

Table 2 Sales of Free From by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Free From: % Value 2016-2020

Table 4 LBN Brand Shares of Free From: % Value 2017-2020

Table 5 Distribution of Free From by Format: % Value 2015-2020

Table 6 Forecast Sales of Free From by Category: Value 2020-2025

Table 7 Forecast Sales of Free From by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on health and wellness

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2015-2020

Table 9 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 10 Sales of Health and Wellness by Category: Value 2015-2020

Table 11 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 14 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 15 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 16 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 18 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 20 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2020-2025

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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