

Gardenia Bakeries (Philippines) Inc in Packaged Food (Philippines)

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Abstracts

Gardenia Bakeries (Philippines) is expected to further grow its customer base for packaged baked goods, especially within the low end of the market. It will increase its distribution, especially in provinces situated in the southern part of the country. It will also increase the outlets of its two bakery brands in order to significantly diversify its portfolio, which is amidst the expected increase in competition in packaged baked goods with the entry of new players.

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

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