

Health and Wellness in the Philippines

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Abstracts

In general, COVID-19 had a negative effect on retail current value sales of health and wellness food and beverages in the Philippines during 2020. Health and wellness beverages bore the brunt of this. For example, there was a significant decline in retail current value sales of better for you beverages, as increased consumer awareness of health and wellness drove a shift to bottled water. On the other hand, demand for fortified/functional hot drinks was boosted by the fact that consumers were sp...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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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KEY DATA FINDINGS

2020 IMPACT

Increased health awareness and economic uncertainty due to COVID-19 drove a shift from other low calorie cola to bottled water

Negative economic impact of pandemic led to a shift from BFY reduced caffeine beverages to more affordable instant coffee mixes

Smaller pack sizes help leader Coca-Cola Bottlers Philippines to compete more effectively on price with standard carbonates

RECOVERY AND OPPORTUNITIES

Retail volume sales of BFY beverages set for slow recovery, as economic impact of COVID-19 lingers

E-commerce will continue to expand due to greater consumer familiarity and increased investment

Marketing investment could boost consumer awareness of the potential health benefits of BFY beverages and lead to wider distribution

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Smaller pack size helps Coca-Cola Bottlers Philippines consolidate its leadership of FF beverages

Social media grow in importance as a marketing channel during lockdown

RECOVERY AND OPPORTUNITIES

As pandemic threat fades, increase in on-the-go consumption and impulse purchasing will see retail current value sales of FF beverages return to growth

Lack of affordability will continue to undermine demand for FF juice drinks (up to 24% juice)

E-commerce is likely to emerge as a distribution channel

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2020 IMPACT

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With no more than a modest increase in unit price, demand for NH soft drinks proves more robust

As NH beverages remain niche, players focus on below-the-line marketing

RECOVERY AND OPPORTUNITIES

Increased consumer interest in preventative health will help to drive recovery in retail volume sales

Product variety set to expand to ride on health consciousness

E-commerce will continue to grow in importance, as manufacturers and retailers pay more attention to it in the aftermath of COVID-19

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KEY DATA FINDINGS

2020 IMPACT

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Stockpiling and increased interest in health and wellness boost demand for reduced salt

tuna

Some locked-down middle- and high-income consumers turn in e-commerce

RECOVERY AND OPPORTUNITIES

Strong demand for baked goods will buoy retail current value sales of reduced fat sauces, dressings and condiments

Economic hangover will weigh on demand for premium products

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KEY DATA FINDINGS

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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

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Pandemic disrupts bakery operations

Leader food Industries Inc benefits from premiumisation trend in nuts

RECOVERY AND OPPORTUNITIES

Gradual return to normality will lead to rebound in retail current value sales growth for NH cereal bars, NH fruit snacks and NH nuts, seeds and trail mix

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