

Ice Cream and Frozen Desserts in the Philippines

<https://marketpublishers.com/r/IAE30607CEAEN.html>

Date: June 2021

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: IAE30607CEAEN

Abstracts

Sales of frozen desserts are negligible in the Philippines, with ice cream thus accounting for all sales. Following the outbreak of COVID-19 in the country sales of ice cream plummeted. Consumers were not only unable to access these products due to the lockdown restrictions put in place but some households were also no longer able to afford them in some cases due to the economic impact of the pandemic. With the Philippines having a tropical climate, there are challenges in ensuring that ice crea...

Euromonitor International's Ice Cream and Frozen Desserts in Philippines report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, Ice Cream.

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

Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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

ICE CREAM AND FROZEN DESSERTS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales improve in 2021 as players branch out into e-commerce

Companies take various steps as they look to stay ahead of the competition

New players enter ice cream

PROSPECTS AND OPPORTUNITIES

Ice cream full of potential

Competitive landscape expanding with an ever-growing range of products and brands

Is plant-based ice cream set to take off?

CATEGORY DATA

Table 1 Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2016-2021

Table 6 Sales of Impulse Ice Cream by Format: % Value 2016-2021

Table 7 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 8 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 9 NBO Company Shares of Ice Cream: % Value 2017-2021

Table 10 LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 11 NBO Company Shares of Impulse Ice Cream: % Value 2017-2021

Table 12 LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021

Table 13 NBO Company Shares of Take-home Ice Cream: % Value 2017-2021

Table 14 LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021

Table 15 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 16 Distribution of Ice Cream by Format: % Value 2016-2021

Table 17 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 18 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 19 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 20 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

CHART 1 Snacks Value Sales Growth Scenarios: 2019-2026

CHART 2 Snacks Impact of Drivers on Value Sales: 2019-2026

SNACKS IN THE PHILIPPINES

EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2016-2021

Table 22 Sales of Snacks by Category: Value 2016-2021

Table 23 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 24 Sales of Snacks by Category: % Value Growth 2016-2021

Table 25 NBO Company Shares of Snacks: % Value 2017-2021

Table 26 LBN Brand Shares of Snacks: % Value 2018-2021

Table 27 Distribution of Snacks by Format: % Value 2016-2021

Table 28 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 29 Forecast Sales of Snacks by Category: Value 2021-2026

Table 30 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 31 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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