

# Savoury Snacks in the Philippines

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## Abstracts

Thanks to the favourable economic performance and sustained marketing efforts of incumbent players such as Toby Marketing, Leslie Corp, and Universal Robina Corp sales of savoury snacks returned to growth in retail volume terms in 2022. The improvement in the economy was linked to the increased mobility of consumers and a subsequent uptick in economic activity. This favourable environment has enabled players operating within savoury snacks to maximise their growth opportunities in 2023. This has...

Euromonitor International's Savoury Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

**Product coverage:** Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

## Why buy this report?

Get a detailed picture of the Savoury Snacks 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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#### PROSPECTS AND OPPORTUNITIES

Savoury biscuits will thrive despite the competition from sweet biscuits, while nuts, seeds and trail mixes is set to benefit from healthy image

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