

# Philippines Food and Drinks Market: Emerging Opportunities

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## Abstracts

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The Philippines has emerged as one of the rapidly growing food and drinks industries in the Asian region over the recent past. The country is characterized by various factors, such as its growing young affluent population, rising disposable income and rising consumer awareness regarding health and safety concerns. With these factors, the demand for health food and drinks is surging high, says our new research report, "Philippines Food and Drinks Market: Emerging Opportunities".

The country exports foods to several countries, including the US, Europe and some Asian countries. However, the ongoing financial turmoil is forcing the country to look at alternative destinations such as the Middle East and Africa. In line with this, it is striving hard to get a share of highly lucrative global halal food industry, explains the report.

This report is an in-depth study that evaluates the past, current and future market trends in the food and drinks industry of the Philippines. This report has been made to help clients in analyzing the opportunities, challenges and drivers critical to the growth of the industry.

The research provides detailed overview of the consumption patterns of the Philippines in various food segments like consumption of milk, fruits, vegetables, meat etc. The beverage segment talks about the type of beverages, their sales and consumption patterns among the Filipinos.

It also offers an insight into various emerging segments in the Philippines food and drinks industry. Some of these include halal food industry, organic food, food exports, processed food etc.

The report provides five-year industry forecast (2009-2013) on various food and drinks segments. The forecasts are given on:

Consumer expenditure

Meat

Fruit

Vegetable

Fish

Milk

Coffee

Alcoholic drinks

Soft drinks

Bottled water

Wine market

### **Key player profiling**

This report gives the brief profiling on the major players in the Philippines food and drinks industry, including San Miguel Corporation, Jollibee Foods Corporation, Pancake House, Inc., and Pepsi-Cola Products Philippines Inc.

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