



Euromonitor
International

Self-Service Cafeterias in the Philippines

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth for street stalls/kiosks in 2024 as competition intensifies
Milk tea remains a popular beverage in the Philippines but faces saturation
Franchising remains a key driver of category growth

PROSPECTS AND OPPORTUNITIES

Ongoing popularity of milk tea and grab-and-go coffee kiosk format will fuel further growth
Players will focus on building their digital presence to compete effectively
Optimistic outlook for street stalls/kiosks in the years ahead

CATEGORY DATA

- Table 1 - Street Stalls/Kiosks: Units/Outlets 2019-2024
- Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2019-2024
- Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2019-2024
- Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2019-2024
- Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2019-2024
- Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2019-2024
- Table 7 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2024
- Table 8 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2024
- Table 9 - Forecast Street Stalls/Kiosks: Units/Outlets 2024-2029
- Table 10 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2024-2029
- Table 11 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2024-2029
- Table 12 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2024-2029
- Table 13 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2024-2029
- Table 14 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2024-2029

Consumer Foodservice in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture
2024 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

- Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2019-2024
- Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024
- Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024
- Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024
- Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024
- Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024
- Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024
- Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2019-2024
- Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024
- Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024
- Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024
- Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029
- Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/self-service-cafeterias-in-the-philippines/report.