



**Euromonitor
International**

Cheese in the Philippines

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cheese is supported by brand building efforts and on-trade trends
The leading brand Eden enjoys strong marketing support in 2025
Players invest in merchandising in large grocery retailers and e-commerce

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Processed cheese is expected to drive the category
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Dairy Products and Alternatives in the Philippines - Industry Overview

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DISCLAIMER

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