



**Euromonitor
International**

Other Dairy in the Philippines

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Evaporated milk is the most dynamic category in 2025
Alaska Milk Corp leverages a strong brand name, price deals and consumer engagement to dominate
Supermarkets remains the key distribution channel but e-commerce continues to gain ground

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DISCLAIMER

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Summary 1 - Research Sources

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