



**Euromonitor
International**

Edible Oils in the Philippines

December 2025

Table of Contents

Edible Oils in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Trading up and supply swings lift value, while core usage remains steady

INDUSTRY PERFORMANCE

Edible oils posts moderate value gains while volume remains flat in 2025

Olive oil drives overall value growth despite low volumes

WHAT'S NEXT?

Edible oils set for steady value growth over the forecast period

Health and wellness will remain central themes in category evolution

Policy measures around coconut oil expected to support price stabilisation

COMPETITIVE LANDSCAPE

San Pablo retains leadership in edible oils in 2025

Fly Ace benefits from consumer shift towards olive oil

CHANNELS

Supermarkets remains the primary channel for edible oils

E-commerce posts fastest growth

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Essentials, wellness cues and digital activation shape category momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising value growth despite inflationary pressures in 2025

Olive all benefits from prevailing health trends, while meals and soups sees intensified competition from heated options

Brands invest in digitalisation and collaborations

WHAT'S NEXT?

Value sales will continue to rise amid uncertainty surrounding taxation measures

Health and wellness trends to remain key to development and progress

Players work to streamline operations

COMPETITIVE LANDSCAPE

San Pablo leads through Minola oil

CJ Cheiljedang benefits from consumer interest in South Korean food

CHANNELS

Supermarkets leads retail distribution and sees further growth in 2025

E-commerce outpaces all other distribution channels in terms of expansion

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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