



Euromonitor
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Staple Foods in the Philippines

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Staple Foods in the Philippines

EXECUTIVE SUMMARY

Essential demand holds firm as innovation and digital reach expand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple foods benefits from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

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Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

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INDUSTRY PERFORMANCE

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Hot cereals sees fastest growth

WHAT'S NEXT?

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Muesli and granola supported by health and lifestyle positioning
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[Rice, Pasta and Noodles in the Philippines](#)

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Policy shifts and brand activations shape a resilient staples category

INDUSTRY PERFORMANCE

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Wellness trends shape innovation in instant noodles

Sustainability initiatives gain strategic importance

COMPETITIVE LANDSCAPE

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