



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in the Philippines

December 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Canned seafood and protein convenience underpin resilient growth

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives records resilient growth in 2025

Century Pacific helps drive dynamism in processed seafood

WHAT'S NEXT?

Category expected to post steady gains over the forecast period

Health and wellness positioning becomes more important

Sustainability considerations play a larger role in operations

COMPETITIVE LANDSCAPE

Purefoods-Hormel Co Inc extends leadership across formats

Universal Canning benefits from strength of Master brand

CHANNELS

Supermarkets retains retail distribution lead

E-commerce gains momentum

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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[Staple Foods in the Philippines - Industry Overview](#)

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?

Further growth forecast as government works to ease price pressure
Health concerns will continue to inform innovation
Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand
Nongshim expands thanks to success in instant noodles

CHANNELS

Supermarkets leads retail distribution, rising further in 2025
E-commerce posts fastest expansion, with social commerce boosting consumer engagement

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-the-philippines/report.