



**Euromonitor
International**

Meals and Soups in the Philippines

December 2025

Table of Contents

Meals and Soups in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience-led meal solutions gain relevance despite rising competition

INDUSTRY PERFORMANCE

Meals and soups records solid value gains as convenience demand rises in 2025

Soup sees fastest value growth within overall category

WHAT'S NEXT?

Meals and soups set for further value gains as convenience demand persists

Health and wellness positioning emerges as a key differentiator

Competition intensifies as hot meals and snacks offer alternatives to packaged products

COMPETITIVE LANDSCAPE

Unilever Foods maintains category leadership in 2025

Century Pacific sees growth driven by Hunt's brand

CHANNELS

Supermarkets remains the main distribution channel for meals and soups

E-commerce continues to grow as online shopping becomes more ingrained in daily lives

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups 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 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - 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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