

# Butter and Spreads in the Philippines

September 2023

Table of Contents

## Butter and Spreads in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continuation of home cooking trend supports growth of butter and spreads

Magnolia goes from strength to strength

Dairy-free alternatives to butter remain limited in scope

#### PROSPECTS AND OPPORTUNITIES

Positive prospects for butter and spreads, in line with improving economic conditions

Consolidation of the category will continue, although manufacturers of plant-based alternatives could find their niche

Legislative ban on trans fats expected to give rise to development of healthier products

#### CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023

Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 7 - Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 17 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 - Research Sources

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