



Euromonitor  
International

# Baked Goods in the Philippines

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Baked goods set to register sustained growth in 2024
- Growing interest in better-for-you baked goods
- Increase in product variety

PROSPECTS AND OPPORTUNITIES

- Baked goods market will remain resilient, amid expanding distribution
- On-the-go formats anticipated to see greater availability
- Scope for premiumisation of baked goods

CATEGORY DATA

- Table 1 - Sales of Baked Goods by Category: Volume 2019-2024
- Table 2 - Sales of Baked Goods by Category: Value 2019-2024
- Table 3 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 5 - Sales of Pastries by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 7 - LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 8 - Distribution of Baked Goods by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 - Sales of Staple Foods by Category: Value 2019-2024
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-the-philippines/report](http://www.euromonitor.com/baked-goods-in-the-philippines/report).