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Butter and Spreads in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate retail value growth for butter and spreads in 2024, despite a minor fall in retail volume sales
Players seek to secure foodservice partnerships, as foodservice volume sales of butter and spreads experience significant growth
Brands leverage social media platforms to drive aggressive marketing efforts targeted towards younger consumers

PROSPECTS AND OPPORTUNITIES

Butter and spreads set to exhibit moderate retail volume and value growth over the forecast period.
Smaller pack sizes will proliferate
Healthy indulgence and premium products expected to grow, driven by government ban and wellness trends

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Dairy Products and Alternatives in the Philippines - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/butter-and-spreads-in-the-philippines/report.