

## Consumer and Market Insights: Prepared Meals Market in the Philippines

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## Summary

- The Filipino Prepared Meals is forecast to register marginally higher growth at CAGR of 2.8% during 2014-2019 compared to a CAGR of 2.6% registered during 2009-2014.
- Ready Meals is the most consumed Prepared Meals product in the Philippines while The Pizza category is forecast to register the fastest growth at a CAGR of 4.1% during 2014-2019.
- Hypermarkets & Supermarkets is the leading distribution channel in the Filipino Prepared Meals market, which accounted for 66.6% share in 2014.
- Rigid Plastics is the most used packaging material with 43.6% share while Tray, the most commonly used container type, accounted for 41.0% share in 2014.
- Increasing demand for convenience food and the desire to seek out indulgent flavors is acting as a catalyst for the growth of the Filipino Prepared Meals market.

## Scope

This report brings together multiple data sources to provide a comprehensive overview of the Prepared Meals sector in the Philippines as part of our global coverage of the sector. This report draws on market data, analyzing value and volume data and category and channel distribution breakdown, also highlighting which categories are witnessing the highest growth. Brand analysis is also provided. It contains top line foodservice transaction figures highlighting where the most opportunistic channels are for industry players in the country.

- The overall market value and volume data included in the report is for the period 2014-2019.
- This report provides information on three categories including Meal Kits, Pizza and Ready Meals.
- The report provides more extensive brand share coverage. Brand share data is also validated by inputs from industry experts.
- The Distribution data included in the report covers 11 distribution channels including Cash & Carries & Warehouse Clubs, “Dollar Stores”, Variety Stores & General Merchandise Retailers, Hypermarkets & Supermarkets, Convenience Stores
- Detailed packaging analysis is also provided, analyzing category trends and also packaging material and type.

# Reasons to buy this report

**This report provides thorough, fact based analysis of the Prepared Meals Market in the Philippines. The findings are supported by Canadean data collected using extensive secondary and primary research methodologies.**

## **Country Context**

Analysis is provided on key macro economic indicators including GDP per capita, consumer price index and population for 2009-2014

## **Market Overview**

Helps identify high potential categories and explore further market opportunities based on detailed value and volume analysis

## **Retail Landscape and Key Distribution Channels**

Existing and new players can analyse key distribution channels to identify and evaluate trends and opportunities

## **Packaging**

Includes analysis on packaging materials, containers, closures and outers. Also provides forecast growth in usage of the same for 2014-2019

## **Brand and Private label Share**

Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

## **Consumer Trends**

Provides access to the key and most influential consumer trends driving prepared meals consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target

# The Prepared Meals market is forecast to register both value and volume growth during 2014-2019 compared to historical growth

- The Prepared Meals market in the Philippines registered moderate growth in value terms during 2009-2014. It was worth PHPX,XXX.X million (US\$XXX.X million) in 2014, registering a CAGR of X.X% in local currency terms during the period 2009-2014 and is forecast to grow at CAGR of 2.8% during 2014-2019.
- The volume consumption of Prepared Meals grew at a CAGR of X.X% during 2009-2014 and is forecast to register growth at a CAGR of X.X% during 2014-2019.

**Market value of the Philippines's Prepared Meals market, 2009-2019**

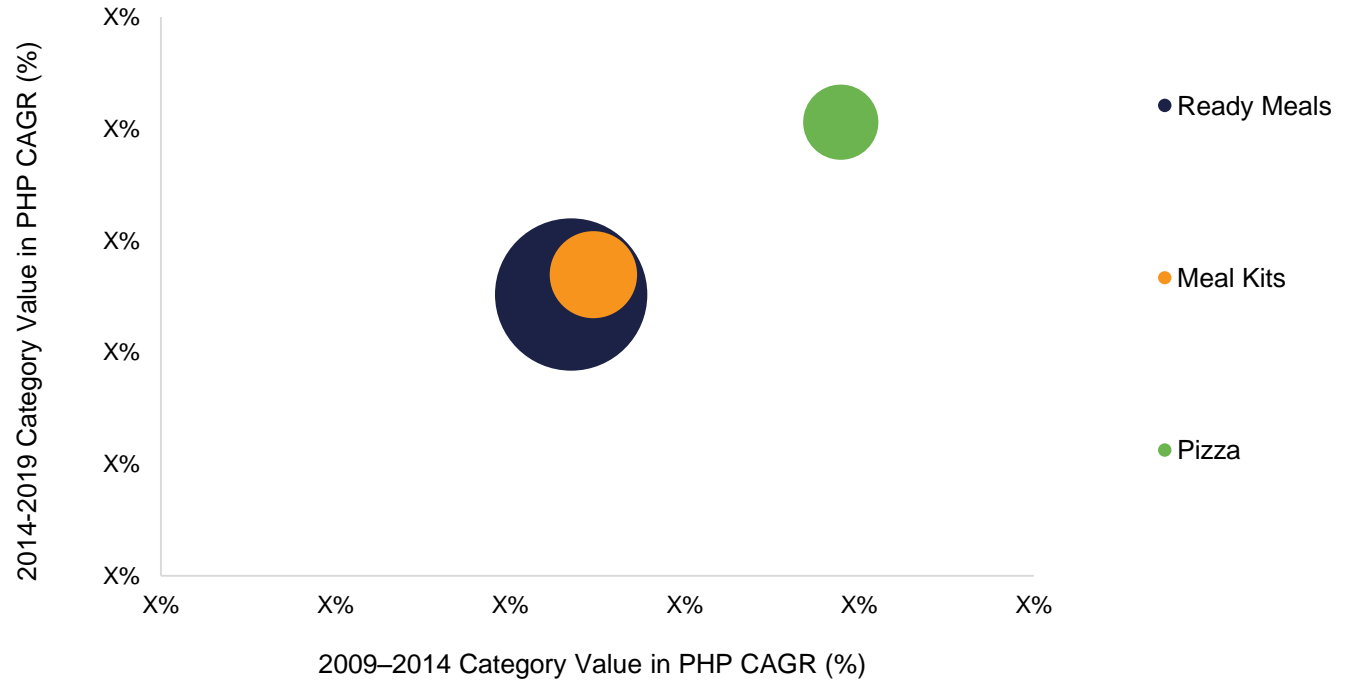
	PHP million	US\$ million
2009	X,XXX.X	XXX.X
2014	X,XXX.X	X,XXX.X
2019	X,XXX.X	X,XXX.X
CAGR 2009-2014	X.X%	X.X%
CAGR 2014-2019	X.X%	X.X%



# The Ready Meals category is forecast to register fastest growth in value terms during 2014-2019

Ready Meals is the largest category by value and is forecast to register growth at a CAGR of X.X% during 2014-2019 in the Filipino Prepared Meals market. It was valued at PHPX,XXX.X million (US\$XX.X million) in 2014, accounting for XX.X% of the market share. The Pizza category is forecast to register fastest growth at a CAGR of X.X%, followed by the Meal Kits category at a CAGR of X.X%.

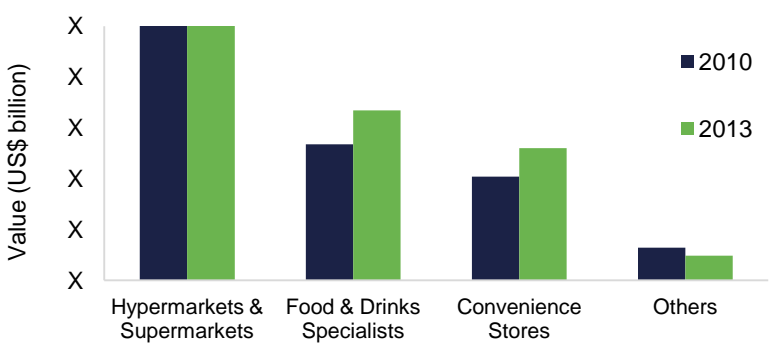
Market value of categories in the Philippines's Prepared Meals market



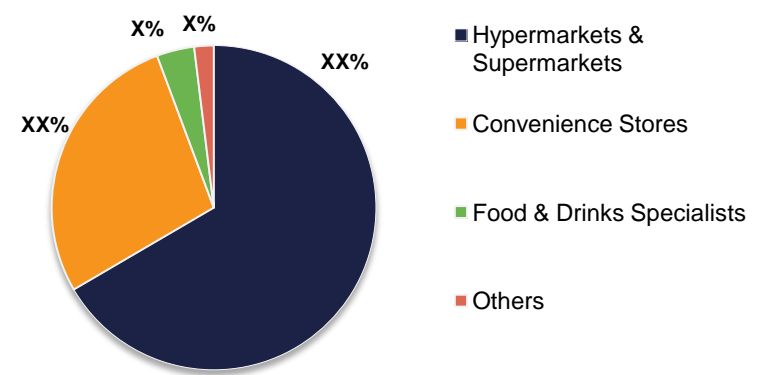
# Hypermarkets & Supermarkets is the leading distribution channel in the Filipino Food market

## Leading distribution channels in the Philippines's Prepared Meals market, 2014

Leading distribution channels – Overall Food



Leading distribution channels – Prepared Meals



**Prepared Meals as a percentage of overall Food:** Prepared Meals accounted for X.X% of Food retail sales in the Philippines in 2013.

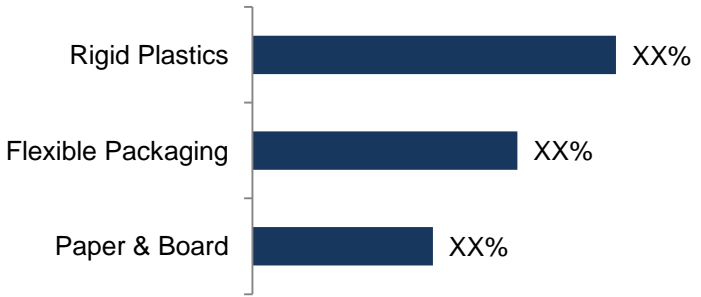
Hypermarkets & Supermarkets are the leading retailers for food sales in the Philippines accounting for XX.X% of the market share in 2013, followed by Food & Drinks Specialists with XX.X% share. Convenience Stores registered fastest growth at a CAGR of X.X%.

Hypermarkets & Supermarkets, the leading distribution channel in the Philippines's Prepared Meals market accounted for XX.X% of Prepared Meals distribution in 2014. It was followed by Convenience Stores with a XX.X% share, registering fastest growth at a CAGR of X.X% in local currency terms during the period 2011-2014.

# Rigid Plastics is the most used packaging material while Tray is the most commonly used container type in the Prepared Meals market

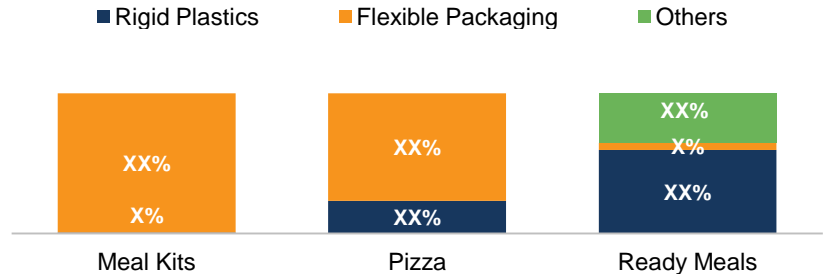
## Overview of the Philippines's Prepared Meals market by type of packaging in 2014

### Key Packaging Materials



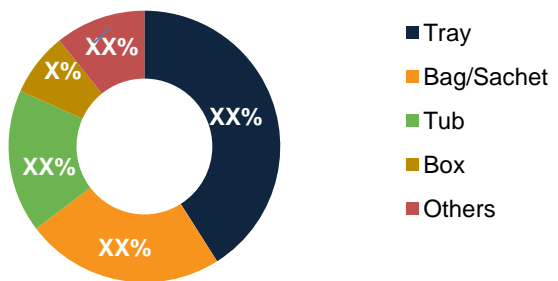
Rigid Plastics is the most used packaging material in the Philippines's Prepared Meals market followed by Flexible Packaging with XX.X% share in 2014.

### Key Packaging Materials by category



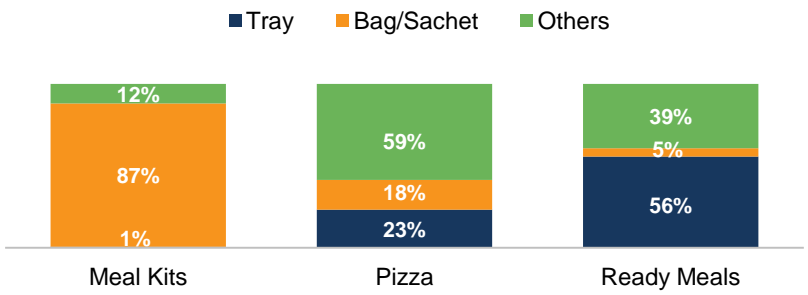
Rigid Plastics is most commonly used for the packaging of Ready Meals while Flexible Packaging is mostly used for the packaging of Meal Kits and Pizza in 2014.

### Key Container Types



Tray is the most commonly used container type and accounted for XX.X% of the market share in 2014. It is followed by Bag/Sachet with 23.7% share.

### Key Container Types by category



Tray is most commonly used for the packaging of Ready Meals while Bag/Sachet is mostly preferred for the packaging of Meal Kits in 2014.

# Methodology

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This report features data derived from market data.

## **Market Data**

In order to create the data for all reports in this series and ensure their robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. Primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.



## Related Reports

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- Consumer and Market Insights: Prepared Meals Market in Hong Kong
- Consumer and Market Insights: Prepared Meals Market in Indonesia
- Consumer and Market Insights: Prepared Meals Market in Malaysia
- Consumer and Market Insights: Prepared Meals Market in China
- Consumer and Market Insights: Prepared Meals Market in Japan
- Consumer and Market Insights: Prepared Meals Market in South Korea

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