



Street Stalls/Kiosks in the Philippines

March 2026

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Street Stalls/Kiosks in the Philippines - Category analysis

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2025 DEVELOPMENTS

Quick and affordable remain watchwords for street stalls/kiosks

INDUSTRY PERFORMANCE

Street stalls/kiosks continue to appeal to busy and on-the-go consumers

Chained outpaces independents in growth terms in 2025

Value for money remains a key driver of consumers' purchasing decisions

WHAT'S NEXT?

Street stalls/kiosks to continue to fit well with the search for affordable, grab-and-go food and drinks

Takeaway remains core, while delivery gains importance

Innovation to focus on beverages, formats and efficiency

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Franchise model enjoys popularity

Ai-CHA is a dynamic brand in 2025

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Consumer Foodservice in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Improving local conditions spur consumer foodservice value sales

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INDUSTRY PERFORMANCE

Easing inflation and mobility normalisation support consumer foodservice growth in 2025

Fulfillment continues to shape how consumers access foodservice

Outlet refreshes and network expansion improve the consumer experience

WHAT'S NEXT?

Positive performance expected for consumer foodservice as key trends continue over the forecast period

Innovation to focus on digital ecosystems and operational efficiency

Sustainability to gain weight in major chains

COMPETITIVE LANDSCAPE

Jollibee invests to consolidate its leadership in 2025

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