



**Euromonitor
International**

Baked Goods in the Philippines

December 2025

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Baked Goods in the Philippines - Category analysis

KEY DATA FINDINGS

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Pastries gains momentum while bread anchors everyday demand

INDUSTRY PERFORMANCE

Baked goods sees steady gains in 2025

Pastries drives overall category growth

WHAT'S NEXT?

Retail value and volume sales set for steady expansion

Health and wellness priorities guide product development

Green initiatives gain importance in baked goods

COMPETITIVE LANDSCAPE

Gardenia Bakeries Philippines maintains leadership

Maya brand pushes growth for Liberty Commodities

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Staple Foods in the Philippines - Industry Overview

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Essential demand holds firm as innovation and digital reach expand

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Staple foods benefits from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

Further growth forecast as government works to ease price pressure

Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

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