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## **Report Name:** Poultry and Products Annual

**Country:** Philippines

**Post:** Manila

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### **Report Highlights:**

Post forecasts higher chicken meat production in 2027, as poultry integrators and other commercial farms expand operations, improve production efficiency, and capture greater profit margins from higher value-added products. Production is further supported by the local hog sector's continued but incomplete recovery from African swine fever. Post forecasts higher 2027 chicken meat consumption, driven by population growth, chicken's affordability relative to other animal protein options, and wide availability of chicken meat products. Additionally, Post forecasts higher 2027 chicken meat imports amid rising supply needs of the food manufacturing and food service industries. Brazil is poised to expand its market share further on the strength of its price competitiveness.

## Executive Summary

**Production:** Chicken meat production in 2027 is forecast to increase by 5.8 percent from the 2026 estimate. This growth stems from ongoing expansion among poultry integrators and other commercial farms through new facility construction and strategic acquisitions. Complementing this expansion are efficiency gains from advanced technologies, improved genetics, and sustained investment in staff capacity building. Companies are also pivoting toward higher-value-added products that align with consumer demand while capturing stronger profit margins. Chicken meat production is expected to benefit further as the local hog sector's incomplete recovery from the impact of African swine fever keeps chicken positioned as a lower-cost animal protein alternative.

**Consumption:** Chicken meat consumption is forecast 8.6 percent higher in 2027 compared to 2026 estimate, driven by population growth, chicken's price advantage relative to other protein sources, and its ability to meet diverse consumer preferences, including healthy, ready-to-cook, and ready-to eat products. Expanding retail and food service networks – strategically located in high-traffic areas nationwide – along with the growing convenience of online marketplaces, continue to broaden consumer access and reinforce demand. The Philippine government's projected return to stronger economic growth, coupled with easing inflation in 2027, is expected to strengthen consumer purchasing power and bolster demand.

**Trade:** Chicken meat imports in 2027 are forecast 14.7 percent higher than the 2026 estimate, amid rising demand from the food manufacturing and food service industries. Regionalization agreements for Highly Pathogenic Avian Influenza and systems accreditations granted to Philippine trading partners continue to widen sourcing options for chicken meat imports. Brazil is poised to increase its market share further on the strength of its price competitiveness.

## Production

**Table 1. Chicken Meat Production, Supply, and Distribution (PS&D) in the Philippines**

| Meat, Chicken<br>Market Year Begins<br><br>Philippines                      | 2025             |             | 2026             |             | 2027             |             |
|-----------------------------------------------------------------------------|------------------|-------------|------------------|-------------|------------------|-------------|
|                                                                             | Jan 2025         |             | Jan 2026         |             | Jan 2027         |             |
|                                                                             | USDA<br>Official | New<br>Post | USDA<br>Official | New<br>Post | USDA<br>Official | New<br>Post |
| <b>Beginning Stocks</b> (1000 MT)                                           | 46               | 46          | 57               | 57          | 0                | 60          |
| <b>Production</b> (1000 MT)                                                 | 1713             | 1713        | 1825             | 1815        | 0                | 1920        |
| <b>Total Imports</b> (1000 MT)                                              | 612              | 612         | 710              | 680         | 0                | 780         |
| <b>Total Supply</b> (1000 MT)                                               | 2371             | 2371        | 2592             | 2552        | 0                | 2760        |
| <b>Total Exports</b> (1000 MT)                                              | 1                | 1           | 1                | 1           | 0                | 1           |
| <b>Human Consumption</b> (1000 MT)                                          | 2313             | 2313        | 2536             | 2491        | 0                | 2704        |
| <b>Other Use, Losses</b> (1000 MT)                                          | 0                | 0           | 0                | 0           | 0                | 0           |
| <b>Total Dom. Consumption</b> (1000 MT)                                     | 2313             | 2313        | 2536             | 2491        | 0                | 2704        |
| <b>Total Use</b> (1000 MT)                                                  | 2314             | 2314        | 2537             | 2492        | 0                | 2705        |
| <b>Ending Stocks</b> (1000 MT)                                              | 57               | 57          | 55               | 60          | 0                | 55          |
| <b>Total Distribution</b> (1000 MT)                                         | 2371             | 2371        | 2592             | 2552        | 0                | 2760        |
|                                                                             |                  |             |                  |             |                  |             |
| (1000 MT)                                                                   |                  |             |                  |             |                  |             |
| OFFICIAL DATA CAN BE ACCESSED AT: <a href="#">PSD Online Advanced Query</a> |                  |             |                  |             |                  |             |

Notes:

1. Not USDA official data.
2. PS&D includes skin and mechanically deboned meat.

***Post forecasts higher 2027 chicken meat production, driven by expanded poultry operations, improved production efficiency, and strategic push toward higher-value-added products that meet consumer preferences and generate stronger profit margins for companies.***

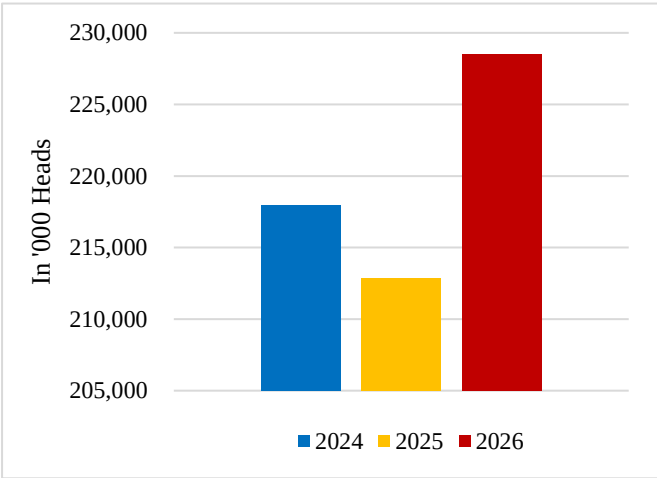
FAS Manila forecasts 2027 chicken meat production at 1,920 thousand metric tons (TMT) ready-to-cook (RTC), up 5.8 percent from the 2026 estimate. This growth is supported by expanding operations among poultry integrators and other commercial farms, alongside efficiency gains from labor- and time-saving technologies, improved genetics, and continuing training for farm personnel. Leading companies continue to work with other poultry farms through contract growing arrangements to meet rising demand from retail stores, fast-food chains, hotels, and other food service outlets. Companies' increasing emphasis on higher-value-added products, aligned with consumer preferences, further reinforces production growth while generating higher profit margins. Additionally, the local swine sector's incomplete recovery from African swine fever (ASF) continues to support poultry output, as some producers previously engaged in swine production have shifted to poultry operations.

Modern tunnel-ventilated housing among commercial poultry farms, along with mitigation measures adopted by other poultry farmers using traditional housing, is expected to temper the impact of a very strong El Niño predicted before the end of 2026. This forecasted El Niño is based on an advisory issued by the [Philippine Atmospheric, Geophysical and Astronomical Services Administration \(PAGASA\)](#) on August 6, 2026.

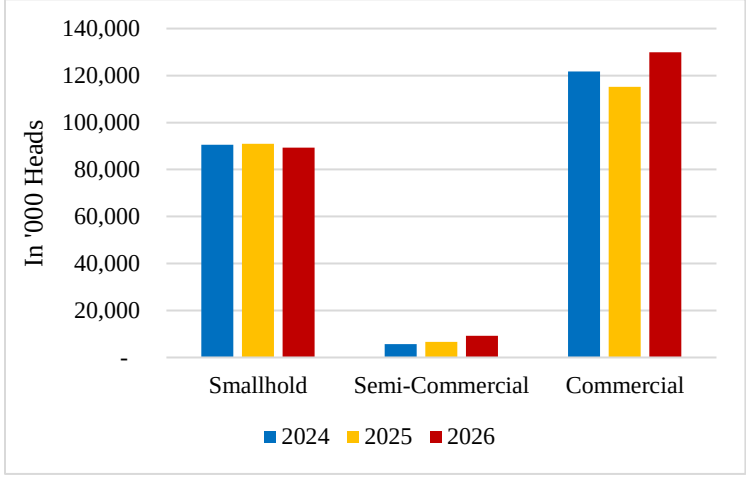
*Commercial farm expansion and contract growing arrangements drive higher output*

Several companies, including major poultry integrators, reported expanding their operations. According to the Philippine Statistics Authority (PSA), commercial farms accounted for nearly 57 percent of the country’s total chicken inventory as of July 1, 2026, up nearly 13 percent from the same period last year (Figures 1 and 2).

**Figure 1. Chicken Inventory in the Philippines, 2024-2026**



**Figure 2. Chicken Inventory by Farm Classification, 2024-2026**



Source: PSA  
Notes:

- 1. Smallholder farms are those raising 500 birds and below for broiler chicken; 250 birds and below for layer and native chicken.
- 2. Semi-commercial farms are those raising 501 to 10,000 birds for broiler chicken; 251 to 5,000 birds for layer and native chicken.
- 3. Commercial farms are those raising 10,001 birds and above for broiler chicken; 5,001 birds and above for layer and native chicken.
- 4. Data is as of July 1 of each year.

In Central Luzon<sup>1</sup>, the Philippines’ top chicken-producing region north of Metro Manila, a [company](#) launched a Php160-million investment to expand its poultry operations from 124,000 to 320,000 birds. The company began processing permits and regulatory clearances in the first quarter of 2026 and expects to complete the project within six months of receiving them. This initiative is expected to contribute to increased chicken meat production in the region in 2027.

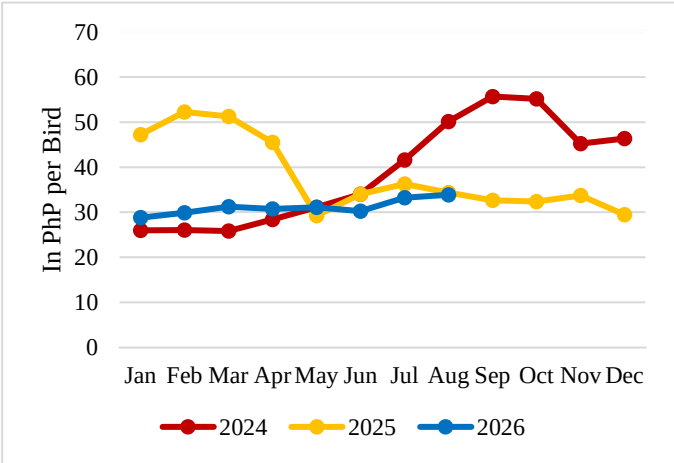
<sup>1</sup> A region comprising the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac, and Zambales.

Meanwhile, as of May 2026, a multinational, integrated agro-industrial food company is establishing a PhP500-million, 40-hectare poultry facility in Central Luzon. Once completed, the facility will supply poultry products to major fast-food chains and large membership-only retail outlets. Beyond this project, industry contacts report that the multinational company is actively engaging local producers as potential partners or contract growers. Under its contract growing arrangements, the company helps establish modern, efficient farms; implements biosecurity measures and management standards; and provides technical and financial support to reduce risk and ensure sustainable operations.

One of the country’s largest poultry integrators also offers similar arrangements, including linking poultry farm partners with banking institutions and providing assurance of high-quality day-old chicks (DOC) and feed that support up to nine growing cycles and a better rate of return. With these key production inputs secured, contract growers can focus on managing the farm operations rather than sourcing of inputs. From January to August 2026, DOC prices held relatively stable and were 24.5 percent lower year-over-year compared to the same period in 2025 (**Figure 3**). In contrast, prices of feed ingredients (yellow corn and soybean meal) rose 10-18 percent year-over-year in January-July 2026 (**Figure 4**).

Contract growing arrangements remain attractive for many poultry farms, given the assured market they provide. Such set-up shields farmers from price volatility, as farmgate prices of chicken fluctuate with the available chicken meat supply in the Philippines. According to PSA, average farmgate prices for broiler chicken dropped 6.4 percent in the first half (H1) of 2026 compared to H1 2025 (**Figure 5**).

**Figure 3. Average DOC Prices, 2024-2026**

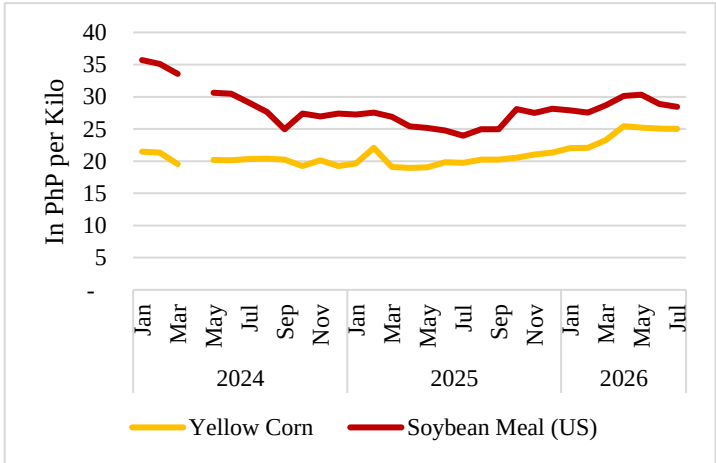


Source: United Broiler Raisers Association (UBRA)

Notes:

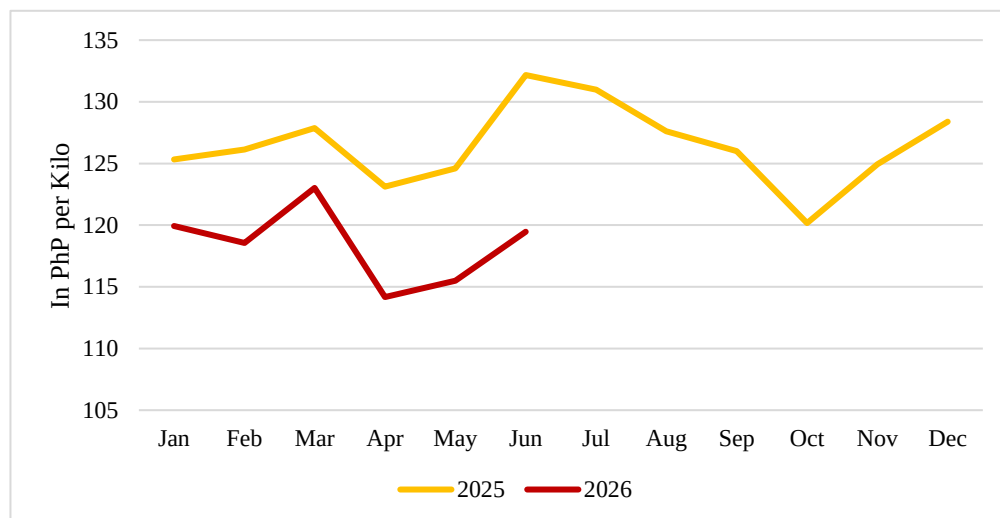
1. Data for Figures 3 and 4 were computed from weekly data reported by UBRA and BAI.
2. No price data for corn and soybean meal were reported for April 2024.

**Figure 4. Average Wholesale Price of Feed Ingredients, 2024-2026**



Source: Bureau of Animal Industry (BAI)

**Figure 5. Average Farmgate Prices of Broiler Chicken in the Philippines, 2025-2026**



Source: PSA

Notes:

1. Data based on new series for average livestock and poultry commodity prices. The series for this data is only available for 2025 and 2026.
2. Farmgate prices reflected are for broiler chicken sold live for dressing (meat production).

Production expansion is also underway in CALABARZON<sup>2</sup>, another key chicken-producing region south of Metro Manila. This year, a foreign poultry equipment supplier reported helping a commercial farm in CALABARZON build two modern broiler houses, each capable of housing 80,000 birds. The same equipment company also indicated additional projects in CALABARZON and other regions of the Philippines. In Bicol Region, located southeast of Metro Manila, the same company built six broiler houses for another poultry client, each with a capacity of nearly 60,000 birds.

Separately, in February 2026, an [integrated poultry and animal nutrition company](#) acquired a poultry production company in southern Philippines in a PhP280-million deal. The acquired firm operates a 4.6-hectare facility that supplies hatching eggs to poultry aggregators. According to reports, the purchase aims to increase the buying company's total breeder output by 8 percent, ensuring a stable supply of broiler chicks and lowering production costs.

#### *Improved technology, genetics, and capacity building raise productivity and efficiency*

According to the foreign equipment company referenced above, the facility it built in CALABARZON features a chain-type harvesting system that reportedly saves time and labor. A horizontal chain belt rolls and transfers chickens directly outside at the end of the conveyor. Another supplier of this technology cites a five- to six-hour reduction in harvesting time for 60,000 to 80,000 chickens compared to manual harvesting. Foreign suppliers of automated poultry equipment continue to actively promote their products, including through participation in poultry and livestock trade shows in the Philippines, supporting capacity gains across the commercial poultry sector.

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<sup>2</sup> A region comprising the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon.

Adoption of improved genetics further reinforces the 2027 chicken meat production forecast. Earlier this year, a leading fully integrated poultry player in the country partnered with a foreign genetics supplier to distribute a globally recognized chicken breed locally. According to the distributing [company](#), this breed is engineered for broiler production and reaches market readiness faster than traditional breeds, enabling more production cycles. The breed also offers uniform quality and size, helping producers comply with the standard requirements of manufacturing, retail, and food service clients. Because the company also operates through contract farming, the efficiency and sustainability advantages of this breed are expected to reach greater scale, aiding increased commercial broiler production among partner farms.

Separately, a contact from another major foreign genetics company noted an increase in parent stock volume supplied to more than 40 customers. This company's breed also offers high-performing broiler breeding stock that grows quickly, converts feed efficiently, and yields good meat quality. Its client base includes major local and multinational poultry players, as well as other breeder and commercial farms. This reported volume increase points to growing industry demand for improved genetics, further supporting the chicken meat production outlook.

For other commercial farms, staff capacity building, such as training on farm management, serves as a measure to maximize existing production capacity. A contact from a company supplying chicken meat to a major fast-food chain, hard discount grocery stores, and hotels shared that they will further train its farm staff to ensure proper feeding practices and reduce mortality. While expansion remains a possible future plan for the company given growing chicken meat demand from hotel and fast-food clients, its short-term priority is to further maximize production capacity, with current operations exceeding one million heads per month. Enhancing personnel capacity remains a continuing priority for other major poultry players.

#### *Pivot toward value-added products meets diverse consumer preferences while lifting profit margins*

Industry stakeholders emphasized strategic push toward greater value addition – moving from simply increasing the number of chickens produced to extracting more value from each chicken. This strategy allows vertically integrated companies to capture higher profit margins while capitalizing on evolving consumer demand, including willingness to pay for higher value-added products available in retail markets.

According to an industry contact with vertically integrated operations and dedicated meat shops for its products, the company achieved a profit margin ranging from 41 to 44 percent in 2025 on its chicken cut-ups, marinated products, breakfast line, and ready-to-heat products, based on a comparison of production costs and average selling prices. This margin exceeds the approximately 33 percent profit margin the company gained for selling fresh whole chicken. While the company's meat shops remain limited to certain regions, it reported that its processed chicken products have reached more areas across the Philippines.

A leading poultry market player in the country also highlighted that its integrated operations, extending through food retail, provide benefits even when poultry prices decline. The company noted that when prices fall due to oversupply in the market, its retail business gains from lower raw chicken input costs. This dynamic helps maintain the company's overall profitability across its raw poultry and retail segments. The company's expansion of its rotisserie chicken business further reflects this strategy

toward creating more value from its poultry operations (see also Consumption section of the report for further discussion of the growing chicken retail businesses of various market players).

In the same spirit, the same [company](#) announced a PhP800-million investment to build a new manufacturing plant in Central Luzon, more than doubling the capacity of its poultry-based convenience food business amid growing demand for prepared foods. Construction is reportedly scheduled to begin in 2026, with equipment installation planned for 2027 and commercial operations to commence in 2028. This investment is therefore expected to support production beyond the 2027 forecast period. Previously, in the fourth quarter of 2025, the company acquired a premium casual restaurant group operating 26 different brands offering international and local food selections. The company has since identified specific restaurant brands it intends to expand.

#### *Incomplete recovery of the local swine industry from ASF continues to support chicken production*

Local swine production grew by 5.6 percent year-over-year in H1 2026 compared to H1 2025. However, the industry may still take years to fully recover from ASF. The Philippine Department of Agriculture (DA) targets an [additional six million hogs](#) in the country by 2028, supported by intensified repopulation efforts funded through allocations under the Animal Industry Development and Competitiveness Act. If achieved, this target would bring total hog inventory back to its pre-ASF level by 2028. See also [GAIN Report](#) for further details of the law.

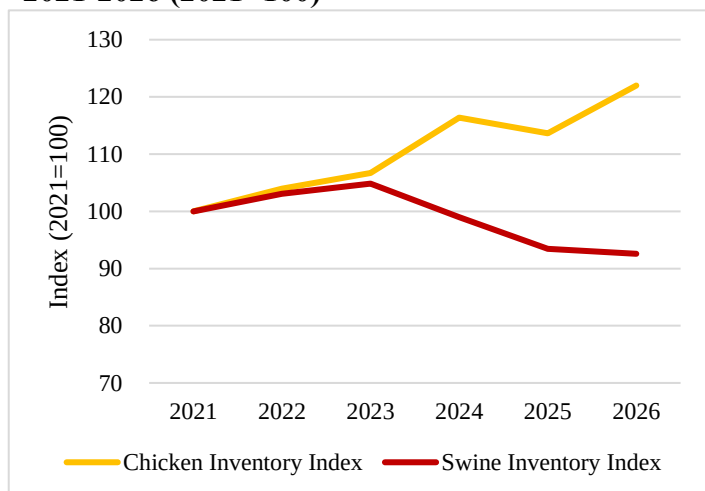
Based on PSA data, chicken inventory increased 22 percent in 2026 compared to the 2021 reference year, which was the height of the ASF crisis in the Philippines (**Figure 6**). Meanwhile, swine inventory declined 7 percent in 2026 compared to 2021. This divergence in inventory levels illustrates how ASF prompted some hog producers to shift into poultry production, while existing poultry producers also expanded their stocks in response to demand for lower-priced meat alternatives (**Figure 7**). This trend is expected to persist as the swine industry has yet to rebound from the effects of ASF.

#### *Commercial farm infrastructure is expected to limit the impact of a forecasted El Niño*

As of August 6, 2026, [PAGASA](#) reported that a moderate El Niño is present in the tropical Pacific. According to PAGASA, climate models predict that El Niño will persist through the first half of 2027 and may reach a very strong state before the end of 2026. The agency noted that El Niño raises the likelihood of below-normal rainfall, which could bring dry spells and drought to parts of the country.

According to the [University of the Philippines Los Baños \(UPLB\)](#), the poultry sector will be affected by El Niño both directly and indirectly. Regarding direct impacts on broiler and layer chickens, UPLB noted that heat stress could reduce market weights, increase feed-to-meat ratios, lower hatchability, and reduce marketable egg output. The study further noted that mortality rates could rise in poorly ventilated facilities during a strong El Niño, with smallholder farmers reporting losses of up to 20 percent. The sector could also be indirectly affected by reduced corn production, which could tighten feed supply and raise production costs.

**Figure 6. Chicken and Hog Inventory Index, 2021-2026 (2021=100)**

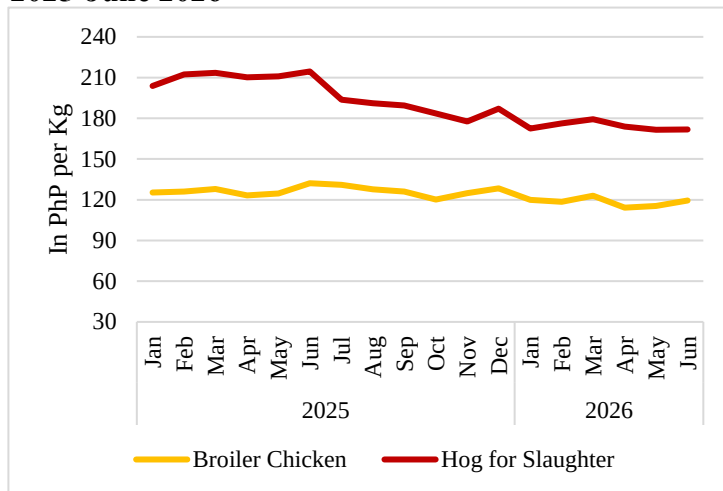


Source of basic data: PSA

Notes:

1. For Figure 6, the computed indexes are FAS estimates, using 2021 as the reference year.
2. Chicken and hog inventory is based on PSA data as of July 1 of each year.
3. For Figure 7, data is based on the new series for average livestock and poultry commodity prices, available only for 2025 and 2026.
4. Farmgate prices reflect broiler chicken sold live for dressing (meat production) and hogs sold live for slaughter.

**Figure 7. Average Broiler and Hog Farmgate Prices 2025-June 2026**



Source: PSA

Industry contacts expect that tunnel-ventilated, temperature-controlled facilities among commercial poultry farms will mitigate the potential impact of El Niño on the sector. Contacts still operating traditional facilities mentioned installing blowers to reduce heat stress that affects chicken feeding behavior, as well as adjusting feeding times to cooler periods of the day and night. Additionally, integrated poultry players cited alternative raw materials as a contingency for potential increases in feed ingredient costs and noted potential adjustments to feed formulation to manage price changes.

On May 28, 2026, the Philippine DA reactivated its [El Niño task force](#) to mitigate impacts on the agriculture sector, farmer and fisherfolk livelihoods, and food supply, prices, and consumers. Measures identified include cloud seeding, solar-powered irrigation systems, revised planting schedules, and crop diversification programs. According to the [Philippine DA](#), the local corn sector sustained the greatest damage during the last El Niño in 2023-2024.

***Post maintains its 2026 chicken meat production estimate based on current poultry sector performance.***

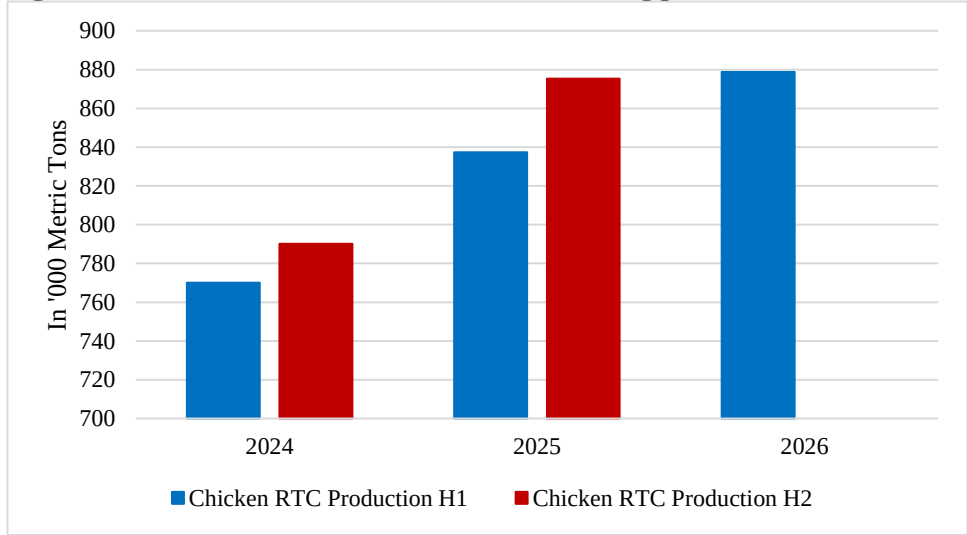
FAS Manila maintains its 2026 chicken meat production estimate at 1,815 TMT RTC, taking into account the Philippine poultry sector's growth performance in H1 2026 and a potentially softer growth in H2 2026 compared to 2025.

Based on PSA data, chicken meat RTC production increased 4.9 percent in H1 2026 compared to H1 2025 (**Figure 8**). Post expects continued growth in H2 2026, supported by production expansion and

efficiency improvements among commercial farms, including efforts to create more value-added products. Existing biosecurity measures implemented by the industry are further reinforced by the availability of a commercially approved avian influenza vaccine since September 2025. As of August 28, 2026, [BAI](#) reported six barangays<sup>3</sup> with ongoing avian influenza cases in the country.

According to a [leading poultry integrator](#), the company scaled back poultry production and recalibrated spending plans this year amid the impacts of geopolitical conflict in the Middle East and elevated inflation, which affected consumer spending and the broader economic growth outlook. However, the company indicated that its operations remain on a growth trajectory, while avoiding overproduction and the buildup of inventories that could end up in cold storage.

**Figure 8. Chicken Meat Production in the Philippines, 2024-H1 2026**



Source of basic data: PSA

Note: PSA-reported liveweight data were converted to RTC using a 75 percent conversion rate.

**Consumption**

*Post forecasts higher chicken meat consumption in 2027, driven by population growth, chicken's affordability and availability, and an improving economic outlook.*

FAS Manila forecasts 2027 chicken meat consumption at 2,704 TMT RTC, up 8.6 percent from the 2026 estimate of 2,491 TMT RTC. This growth is supported by an increasing population, chicken's affordability relative to other animal protein sources, and its versatility in meeting diverse consumer preferences. Wide access to chicken meat products, including through online marketplaces, further broadens the base of consumption growth. Additionally, the Philippine government's projected economic recovery from slower 2026 growth, along with easing inflation, is expected to boost demand for chicken meat products in 2027.

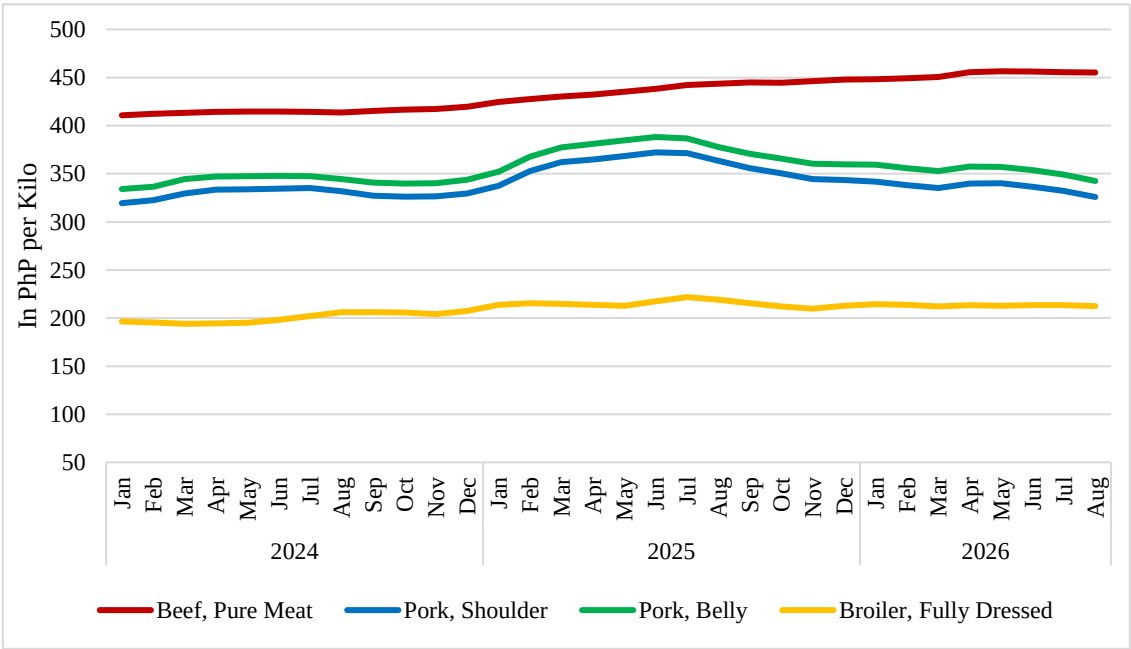
<sup>3</sup> A Filipino term for a village and is the smallest political unit in the Philippines.

*Population growth, affordability, and product versatility sustain demand for chicken as consumers’ preferred animal protein source*

According to the [U.S. Census Bureau](#)’s latest estimate, the Philippine population in 2027 is projected at 114.6 million, representing 0.7 percent year-over-year growth. [Euromonitor International](#) notes that Filipino households are expected to increase consumption of protein-rich foods such as chicken meat and pork products, given their compatibility with local dishes and ease of incorporation into everyday meal planning.

Chicken meat continues to be the most affordable among major animal protein sources in the Philippines, according to PSA’s average retail price data (**Figure 9**). From January to August 2026, chicken meat prices were approximately 35 to 40 percent lower than pork prices, making chicken a preferred choice, especially among the growing middle class. The persistent price gap between the two leading animal protein sources continues to reflect the lingering impact of ASF on the domestic swine sector.

**Figure 9. Monthly Average Retail Prices of Selected Fresh Meat Products in the Philippines, 2024-August 2026**



Source: PSA

Consumption is also reinforced by the availability of chicken meat products at multiple price points, giving Filipinos options based on brand loyalty, preference, and budget. For example, Post’s market monitoring found that a hard discount store branch in one Manila district offers an imported, frozen whole dressed chicken brand priced about 5 percent lower than the store’s private-label local chicken brand. This hard discount chain is expanding beyond Metro Manila, with branches opening in Cebu province this year. Cebu has one of the largest metropolitan areas in the Philippines, after Metro Manila. Prices of chicken meat also vary when purchased from a supermarket co-located in a shopping mall. A supermarket’s private-label brand is priced nearly 18 percent lower than a major poultry company’s

branded product, benefiting budget-conscious customers. For customers willing to pay a premium for poultry products, a major player offers cage-free whole chicken priced about 60 percent higher than the supermarket's private-label chicken. This wide range of price points broadens chicken meat's appeal across income groups, supporting the forecast of higher consumption in 2027.

Several poultry integrators also sell chicken meat products ranging from cut-ups and marinated items to ready-to-cook and ready-to-heat formats, catering to consumers seeking convenience and reduced preparation time. In response to this preference, one major market player launched a campaign designed to make everyday meal preparation easier, faster, and more flavorful for Filipino families. The same company recently introduced an affordable line of ready-to-cook chicken products catering to mass-market consumers, further reinforcing the forecasted consumption growth in 2027.

See also [Philippine Poultry and Products Annual 2025](#) for discussion of demand among health-conscious consumers.

#### *Expanding retail and food service channels strengthen chicken meat's availability, with online platforms adding convenience*

While Filipinos continue to purchase food products from wet markets, the increasing number of meat shops and supermarkets nationwide is expected to drive continued growth in chicken product consumption. Major integrators, both local and multinational, are actively promoting their retail brands for meat shop franchising. One multinational company offers a meat shop franchise opportunity requiring an initial investment of PhP860,000, which includes use of the trade name and logo, training and marketing support, and free site assistance. The company's meat shop brand is expanding into more areas of Metro Manila and other parts of Luzon. By comparison, a [franchise](#) for a well-established meat shop brand in the Philippines could require an investment of approximately PhP1.4 million. Some meat shops also carry high-value-added products, such as frozen processed chicken meat produced by the same supplier of their fresh meat cuts.

Franchise promotion extends beyond meat shops to small take-out outlets and rotisserie chains, which are strategically located in high-foot-traffic areas nationwide. For example, the number of rotisserie chicken outlets of a leading poultry integrator continues to increase. The company reported approximately 2,000 stores in 2025. During July-August 2026, FAS Manila's monitoring shows that the company announced at least 45 new store openings spanning the northern, central, and southern Philippines.

Separately, a multinational company is expanding its fast-food chicken brand – offering roasted and fried chicken – through franchising, with an initial investment of PhP480,000. Store formats support either to-go or dine-in setups in areas with high foot and vehicle traffic, such as major roads, terminals, markets, community centers, and areas near convenience stores. FAS Manila notes that the company's fast-food chicken stores have expanded to over 1,200 branches across the Philippines and continue to grow.

The increasing number of limited-service chicken restaurants further encourages consumption, offering options that remain well-priced for Filipino budgets. According to [Euromonitor International](#), limited-service chicken restaurants are forecast to increase by 7 percent in 2027 compared to 2026, with the

number of outlets reaching over 8,500. Major fast-food chains also continue to serve saver or value meals featuring their respective fried chicken products.

One industry stakeholder with vertically integrated operations cited the advantages of operating its own restaurants as part of its poultry business. According to the contact, restaurant ownership gives the company direct consumer feedback and market insights, helping it better understand customer choices and preferences. Restaurants also serve as a product innovation platform, allowing the company to test new offerings quickly under real market conditions. The contact also noted that restaurants capture the greatest value and generate the highest profit margin within the company's integrated business.

Online delivery platforms further facilitate consumption, with various brands offering delivery of fresh and cooked chicken, as well as other chicken products, directly to customers' doorsteps, particularly within key cities across the country.

#### *Forecasted economic recovery in 2027 expected to lift business and consumer confidence, supporting demand*

As of July 2026, the Philippine [economic team](#) projects the economy to expand by 5.0 to 6.0 percent in 2027, an improvement from the projected 2026 growth of 3.5 to 4.5 percent. According to the Philippine government, the slower 2026 growth reflects domestic and external uncertainties, including the lingering effects of governance-related issues (e.g., the flood control infrastructure scandal) and geopolitical tensions in the Middle East, both of which have weighed on business sentiment and household spending. Improved economic conditions in 2027 are expected to reverse this trend, boosting confidence among businesses and consumers and further stimulating economic activity. Philippine [economic managers](#) also stated that easing inflation, supported by a gradual improvement in global oil supply prospects, is among the factors underpinning the projected growth recovery.

## Trade

#### ***Post forecasts higher 2027 chicken meat imports to meet growing demand from food manufacturing and food service industries.***

FAS Manila forecasts 2027 chicken meat imports at 780 TMT RTC, up 14.7 percent from the revised 2026 estimate of 680 TMT RTC. Imports are forecast to trend upward as demand from the food manufacturing and food service industries continues to rise, driven by population growth and better economic performance projected for 2027. Imports from Brazil are expected to increase further in 2027, supported by Brazil's price advantage relative to other suppliers to the Philippines.

#### *Higher chicken meat imports from Brazil drive overall import growth, supported by reduced tariffs on mechanically deboned meat*

Imports from Brazil are expected to grow in 2027, capturing the majority market share of total Philippine chicken meat imports. Industry contacts, including those from the food manufacturing sector, cite Brazil's price competitiveness relative to export prices from the Philippines' other major trading partners, particularly the United States, the European Union (EU), and Canada.

According to BAI data as of July 2026, mechanically deboned meat (MDM) of chicken accounted for the bulk of chicken meat imports from Brazil, at approximately 66 percent. The Philippines also imports substantial volumes of chicken MDM from Poland and United States. Chicken MDM is a key ingredient in processed meat products. Under [Executive Order No. 62 of 2024](#), the tariff on MDM has been reduced to 5 percent through 2028, helping sustain imports of this raw material and supporting the country's meat processing sector.

Chicken meat import volume from the United States – the Philippines' second-largest chicken meat supplier – may increase relative to the lower-than-expected 2026 volume. BAI data as of July 2026 indicate that chicken leg quarters (CLQ) accounted for nearly 70 percent of total imports from the United States. A contact from one of the leading chicken fast-food chains in the Philippines shared that imported CLQ are used for their menu items such as the chicken fillet burgers or sandwiches.

Chicken meat imports from EU countries and Canada are expected to increase in volume as alternative market sources. However, their overall market share may decline as Brazil continues to capture a larger share of the market.

#### *Regionalization agreements and systems accreditations expand market source options for chicken meat imports*

Chicken meat imports will be further facilitated by regionalization agreements for Highly Pathogenic Avian Influenza (HPAI) that Philippine DA granted to specific countries in 2026, namely the Netherlands, the United Kingdom, Belgium, and, most recently, Chile. Imports from the United Kingdom and Chile are expected to increase from their lower volumes recorded as of June 2026, following the regionalization agreements and the corresponding lifting of import bans on their chicken meat products.

The Philippines began the regionalization process for HPAI in May 2025, following the issuance of the DA [Administrative Circular No. 9 of 2025](#). Regionalization limits import bans to specific HPAI-affected areas rather than imposing a nationwide ban on the exporting country, thereby expanding the pool of eligible suppliers.

Systems accreditation granted by Philippine DA to countries further reinforces trade. From January to August 2026, the United States and Ireland received systems accreditation for their foreign meat establishments to export poultry meat to the Philippines. Prior to receiving this accreditation, poultry meat from the United States entered the Philippines as “traditional accredited country”. This category includes countries with historical trade relationships with the Philippines predating the issuance of DA Administrative Order No. 16 of 2006, which outlines the policy on foreign country accreditation.

#### ***Post revises 2026 chicken meat import estimate upward, as higher Brazil volumes offset a decline in U.S. imports.***

FAS Manila raises its 2026 import estimate to 660 TMT RTC, reflecting higher imports from Brazil, the Philippines' largest supplier, accounting for 50 percent of chicken meat imports in H1 2026 (**Table 2**). Price competitiveness and favorable market access conditions implemented by the Philippine government have supported Brazil's sustained market presence.

In H1 2026, import volume from the United States declined, particularly in CLQ segment. During the same period, the Philippines imposed temporary import bans on domestic and wild birds and their products, including poultry meat, originating from the U.S. States of Kansas, Indiana, and Illinois due to HPAI outbreaks. This impact was partly offset by the lifting of temporary bans on poultry products from other U.S. states (Wisconsin, Minnesota, and California).

**Table 2. Global Chicken Meat Exports to the Philippines (MT RTC)**

| Reporter       | Calendar Year |         |          | January to June |         |          |
|----------------|---------------|---------|----------|-----------------|---------|----------|
|                | 2024          | 2025    | % Change | 2025            | 2026    | % Change |
| Total          | 495,939       | 611,722 | 23       | 267,985         | 283,945 | 6        |
| Brazil         | 234,811       | 264,111 | 12       | 122,698         | 142,311 | 16       |
| United States  | 163,126       | 211,948 | 30       | 100,011         | 83,899  | -16      |
| EU 27          | 40,492        | 66,746  | 65       | 18,169          | 24,827  | 37       |
| Canada         | 16,730        | 11,750  | -30      | 4,964           | 6,847   | 38       |
| China          | 14,422        | 20,904  | 45       | 8,165           | 6,676   | -18      |
| Chile          | 5,637         | 9,205   | 63       | 5,325           | 2,491   | -53      |
| South Korea    | 482           | 878     | 82       | 413             | 114     | -72      |
| United Kingdom | 218           | 2,111   | 868      | 642             | 197     | -69      |
| Others         | 20,021        | 24,069  | 20       | 7,598           | 16,583  | 118      |

Source: Trade Data Monitor

## Stocks

**Post forecasts 2027 ending stocks to decline amid higher domestic consumption.**

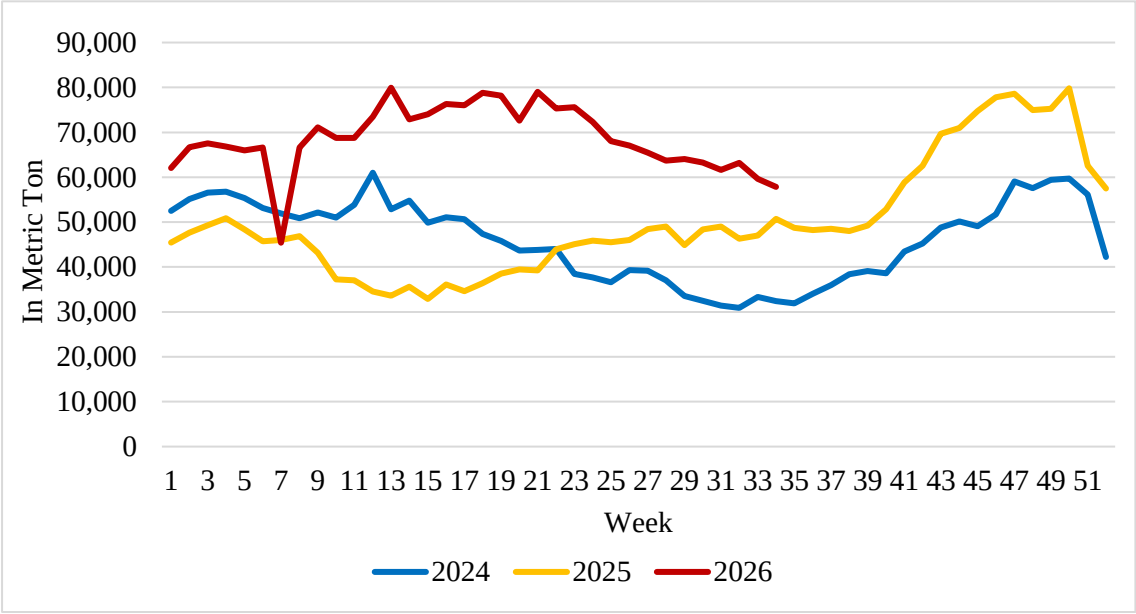
FAS Manila forecasts 2027 ending chicken stocks at 55,000 MT, down 8.3 percent from the estimated 2026 ending inventory level of 60,000 MT, due to higher domestic consumption. A typical buildup of stocks is expected ahead of the November–December holiday season (**Figure 10**). Chicken stocks held in cold storage warehouses are primarily imported. Industry contacts involved in meat processing report maintaining approximately six months’ worth of inventory in cold storage to minimize supply chain disruptions, such as temporary import bans caused by animal disease outbreaks.

## Trade Policy

A recent policy development affecting chicken meat involves the new import rules and regulations under [Department Circular \(DC\) No. 14 of 2025](#), as amended. This regulation identifies the commingling of different types of commodity or products subject to different tariff rates in a shipment/consignment as grounds for the Philippine DA to suspend or revoke the sanitary and phytosanitary import clearance issued to a Philippine importer. See also [GAIN Report](#) for further details on DC No. 14.

In May 2026, the Philippine DA amended the commingling provision through [DC No. 26 of 2026](#). This new policy specifies that, for commodities regulated by BAI, the commingling prohibition applies to poultry MDM/mechanically separated meat (MSM) and CLQ only. Under DC No. 26, poultry MDM/MSM and CLQ must be imported separately and must not be commingled with other meat products.

**Figure 10. Weekly Frozen Dressed Chicken Stocks, 2024-2026**



Source: National Meat Inspection Service

**Attachments:**

No Attachments