

Required Report: Required - Public Distribution

Date: October 02, 2026

Report Number: RP2026-0031

Report Name: Retail Foods Annual

Country: Philippines

Post: Manila

Report Category: Retail Foods

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Report Highlights:

The Philippines remains the top market for U.S. consumer-oriented exports in Southeast Asia with exports totaling \$1.3 billion in 2025. Despite a slowing economy estimated at 4 percent growth in 2026 with softening household consumption, the country continues to offer meaningful long-term growth opportunities, underpinned by rising disposable incomes, urbanization, and an enduring consumer preference for U.S. food and beverage products. Although traditional stores still account for the majority of the market, supermarkets, hypermarkets, convenience stores, and other fast-growing modern retailers provide an increasingly robust distribution network, further strengthened by the rapid expansion of e-commerce platforms. Key U.S. exports include pork, poultry, beef, canned soups and vegetables, snack food, frozen meals, milk, cheese, ice cream, frozen fries, condiments, sauces, seasonings, chocolate, candies, strawberries, apples, tree nuts, wines, and pet food.

MARKET FACT SHEET: PHILIPPINES

MARKET OUTLOOK

Post anticipates the Philippine economy will expand by 4 percent in 2026, buoyed by sustained growth in manufacturing and services. However, rising transportation and energy costs, elevated inflation, and weaker overseas remittances could curb domestic consumption and pressure overall economic growth.

AG EXPORTS TO THE PHILIPPINES

The Philippines ranked as the eleventh largest U.S. agricultural and related products export market in 2025, surpassing [\\$3.4 billion](#). The United States remains the largest single-country exporter to the Philippines.



[Trade Data Monitor](#)

FOOD PROCESSING SECTOR

Post expects the Philippine food and beverage manufacturing sector to grow by about 5 percent in 2026, supported by continued expansion and government measures to ease logistics and fuel costs. However, rising production costs, weaker remittances, and faster food ingredients price inflation will strain household budgets and limit consumer spending.

RETAIL SECTOR

Post expects modest retail growth in 2026, driven by essentials and value formats as households face rising food, transport, and utility costs.

FOODSERVICE SECTOR

Post expects a slower growth in the Philippine food service sector in 2026. Post expects stronger growth

among lower-priced formats versus higher value options, value menus, and cost-conscious dining options.

Philippines: Quick Facts C.Y. 2026

Demographics

114 million population
0.7% population annual growth
44% under 24 years old & median age of 25 years old
56% urbanization rate
13% reside in Metro Manila (capital city)
80% speak English & 93% literacy rate

Gross Domestic Product (GDP)

GDP: \$534 billion (est) GDP per capita: \$4,620 (est)
GDP growth rate: 4% (est) GDP PPP: \$1.59 trillion (est)

Agricultural & Related Trade (2025)

Exports to PH: \$21.54 billion PH Exports: \$9.60 billion

Consumer-Oriented Agricultural Products:

- Pork, beef, poultry
- Dairy products
- Food preparations
- Sauces and condiments
- Fruits and vegetables
- Biscuits and baked products

Top Supermarkets

[Robinsons Supermarket](#), [SM Supermarket](#), [Robinson's](#), [WalterMart Supermarket](#), [The Marketplace](#), [Puregold Price Club](#), and [Gaisano](#)

Top Convenience Stores

[7-Eleven](#), [Alfamart](#), [Uncle John's](#), [AllDay](#), and [Lawson](#)

Top Hypermarkets

[Puregold Price Club](#), [SM Hypermarket](#), and [Super 8 Grocery Warehouse](#)

Top Warehouse Clubs

[S&R Membership Shopping](#) and [Landers](#)

Sources: [Euromonitor](#), [Global Agricultural Trade System](#), [International Monetary Fund](#), [The World Factbook](#), [U.S. Census Bureau](#), [Trade Data Monitor](#), [The Economist](#), [World Bank](#), [Philippine Statistics Office](#), [Department of Trade and Industry](#), [National Economic and Development Authority](#), [S&P Global-IHS Markit](#), and FAS Manila research

Strengths	Weaknesses
Strong preference for U.S. ingredients and perceived higher standard and quality.	Less competitive shipping costs and tariffs than ASEAN, China, and AU-NZ competitors.
Opportunities	Challenges
A young, growing working-age population that has a strong affinity to American brands.	Logistical challenges and high costs in distributing products across an archipelagic country.

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SECTION I. MARKET SUMMARY

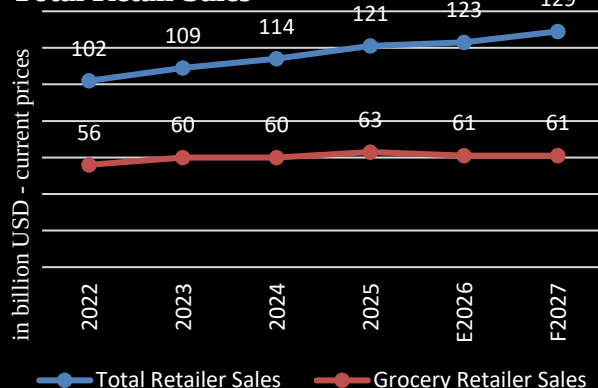
Food and beverage retail sales are projected to remain flat in 2026 relative to 2025, as the economy slows down to 2.2 percent in the second quarter has softened household consumption and reinforced price-sensitive, value-seeking consumer behavior, a shift that could further pressure discretionary and premium or imported product segments.

Despite this near-term plateau, the food and beverage sector is expected to rebound and grow at a 7 percent Compound Annual Growth Rate (CAGR) through 2030, driven by rising incomes, a growing population with a large youth population, the entry of new retailers, the expansion of modern retail chains into key cities and rural areas, and the continued consumer shift toward e-commerce.

Although traditional retailers form majority of the industry, modern retailers are rapidly expanding to rural areas, offer variety of product options including imported products, and better value offers to consumers. Some warehouse clubs, hypermarkets, supermarkets, and convenience stores are expanding into cities with high income communities offering more imported selections while offering lower-priced products. Prices for some products remain elevated, although easing inflation is seen in some products. Rising transportation costs and peso depreciation have raised prices for products, including imported goods.

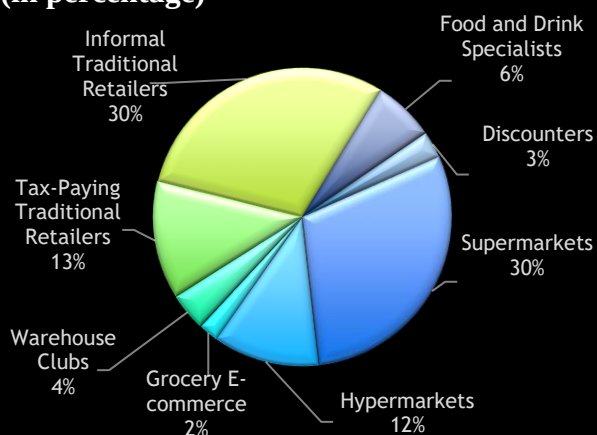
Consumers are opting for cost-effective alternatives and focusing on essentials while others prioritize value over volume. Despite these pressures, food and non-alcoholic beverages remain the single largest component of household spending, accounting for 36 percent of total consumption, underscoring the category's resilience even as volumes soften.

Figure 1. Food & Beverage Sales vis-a-vis Total Retail Sales



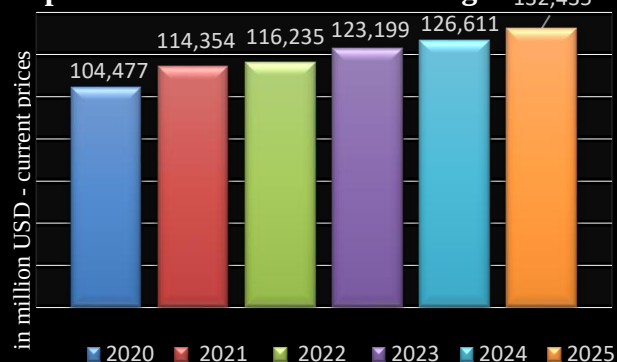
Source: [Euromonitor International](#) and FAS Research

Figure 2. Retail Market by Channel 2025 (in percentage)



Source: [Euromonitor International](#) and FAS Research

Figure 3. Household Final Consumption Expenditure on Food and Beverages



Source: [Philippine Statistics Authority](#)

Figure 4. Retail Sales of Convenience Stores

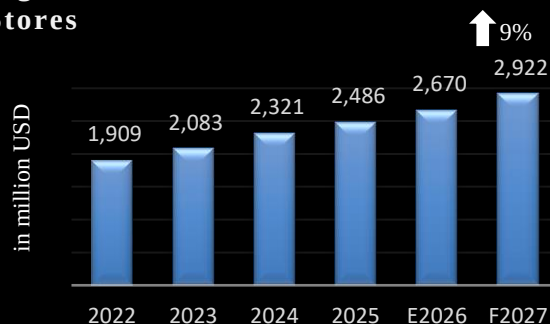


Figure 5. Retail Sales of Supermarkets

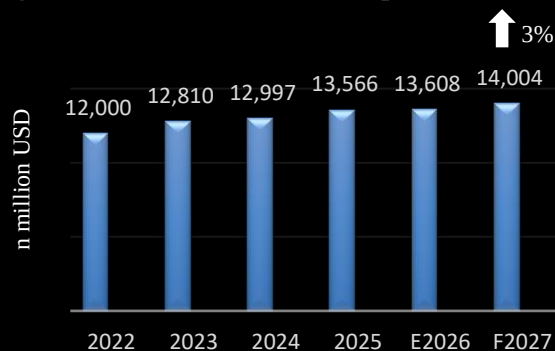


Figure 6. Retail Sales of Warehouse Clubs

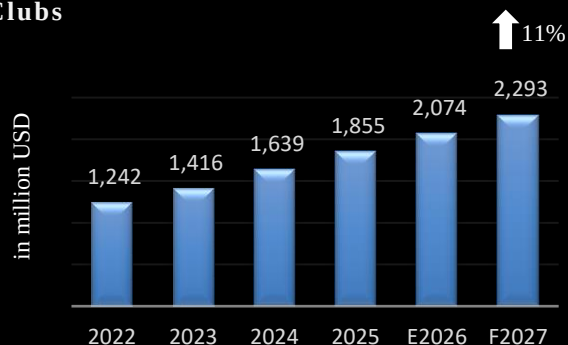
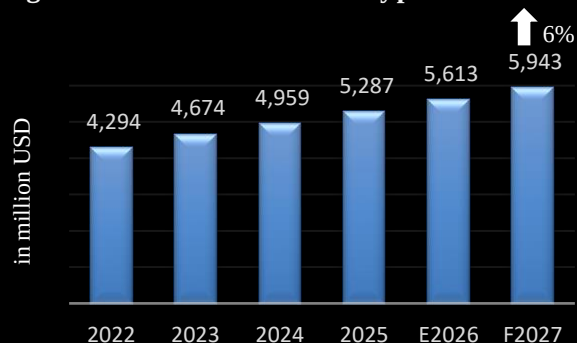


Figure 7. Retail Sales of Hypermarkets



Source: [Euromonitor International](#) and FAS Research

Figure 8. Retail Sales of Discounters

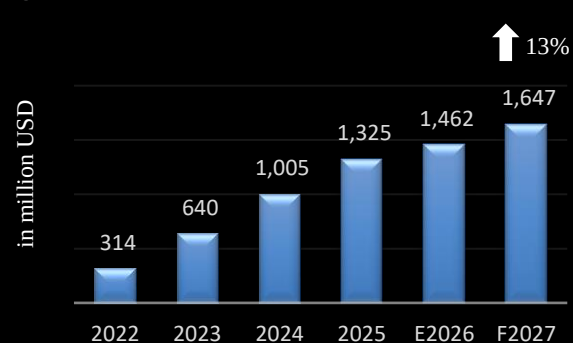


Figure 9. Retail Sales of Foods and Drinks Specialist

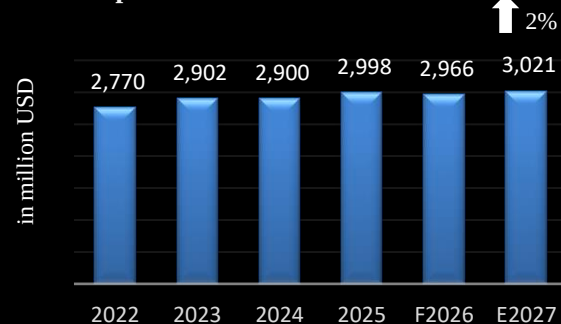


Figure 10. Retail Sales of Small Local Grocers

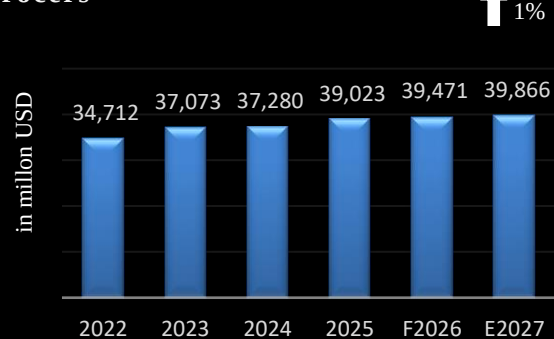
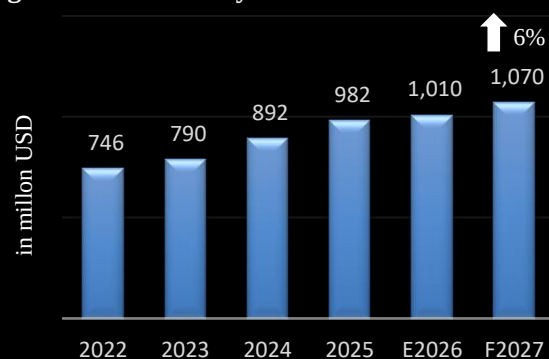


Figure 11. Grocery E-commerce



Source: [Euromonitor International](#) and FAS Research

According to the Philippine Amalgamated Supermarkets Association (PASA), retailers are responding to sluggish consumer spending by introducing smaller, budget-friendly packaging options at accessible price points, while raising prices on larger pack sizes to help protect margins. Grocery retailers are frequently reassessing stock levels, package dimensions, and product assortments based on local demographic profiles to better match community purchasing power while retail national chains expand.

E-COMMERCE

Retail food and beverage sales in the Philippines have grown by 29 percent over the past 10 years (Euromonitor), underscoring the sector's long-term resilience and steady consumer demand. Meanwhile, grocery e-commerce has surged to 1,377 percent over the same period — although much of that jump occurred during the pandemic, sales still grew by 64 percent from 2020 to 2025, highlighting a dramatic structural shift toward digital channels as a growing avenue for food and beverage purchasing. Furthermore, e-commerce is expected to sustain this momentum, with a forecast of 14 percent CAGR through 2030.

ADVANTAGES

CHALLENGES

- Strong historical brand recognition and cultural affinity for U.S. products among Filipino consumers, rooted in decades of trade and cultural ties. The Philippines has been the top Southeast Asian market for U.S. consumer-oriented products for nearly 20 years.	- U.S. products are often perceived as premium-priced compared to goods from ASEAN neighbors and China, which benefit from lower shipping costs and regional trade agreements.
- Growing middle class and rising disposable incomes support long-term demand for higher-value, higher-quality U.S. food and beverage products.	- Persistent price sensitivity and value-seeking behavior, reinforced by 2026's economic slowdown, puts U.S. products at a disadvantage versus cheaper local and regional alternatives.
- Rapid growth of modern retail and e-commerce channels (13 percent growth in 2025,) provides new, scalable distribution pathways for U.S. suppliers to reach Filipino consumers.	- Retailers are increasingly shifting toward smaller, budget-friendly packaging formats, a shift that may require costly repackaging for U.S. exporters accustomed to larger sizes.
- The Philippines' large, youthful population and growing retail footprint into secondary cities and rural areas offer room for expansion, supported by rapid e-commerce growth that gives U.S. suppliers new, scalable distribution pathways.	- Philippine retailers often place small-volume orders and depend on U.S. consolidators or Philippine importers for container-load shipments.
- U.S. suppliers benefit from established food safety and quality reputations, appealing to health- and safety-conscious consumer segments.	- Elevated inter-island shipping costs make Manila and Luzon the primary reachable market for U.S. exporters, while extending distribution to the Visayas and Mindanao can significantly increase transport costs.

SECTION II. ROAD MAP FOR MARKET ENTRY

ENTRY STRATEGY AND MARKET STRUCTURE

Access the [Exporter Guide](#) and the [Philippines: FAIRS Annual Country Report](#) for market entry strategies, importation regulations, and procedures for agricultural products.

CONVENIENCE STORES

Convenience stores are a dynamic growth channel for U.S. suppliers, with estimated sales up 7 percent in 2026 to \$2.6 billion and an 11 percent CAGR forecast through 2030. Having the largest number of stores, it offers proximity and convenience for frequent, small-basket purchases, alongside value through private label snacks and merchandise. Growth is driven by 7-Eleven and Alfamart's expansion into Mindanao and the Visayas, opening distribution points beyond Manila. Food and beverage sales account for two-thirds of convenience store revenue.

Figure 12. Convenience Stores by % Retail Value

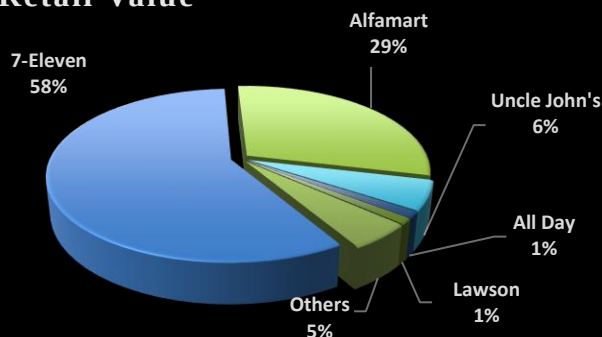


Table 1. Convenience Stores No. of Outlets and Sales

Key Convenience Stores	2024 # of Stores	2025 # of Stores	2025 Mn Sales*
1 7-Eleven	3,841	4,236	\$1,437
2 Alfamart	2,092	2,319	\$733
3 Uncle John's	402	430	\$137
4 AllDay	77	77	\$30
5 Lawson	194	221	\$27
6 FamilyMart	70	65	\$20
7 Shell Select	224	240	\$17

Source: [Euromonitor International](#) and FAS Research

*Note: Estimated sales are derived from the percentage of brand share.

SUPERMARKETS

Supermarkets remain a large and stable channel for retail products with estimate sales reaching \$13.6 billion in 2026 and forecast with a 4 percent CAGR by 2030. Robinsons is expanding data-driven private label lines targeting both value and wellness-conscious shoppers while others explore deepening e-commerce and social media selling. Supermarket sales have 60 percent from food and beverage sales.

Figure 13. Supermarkets by % Retail Value

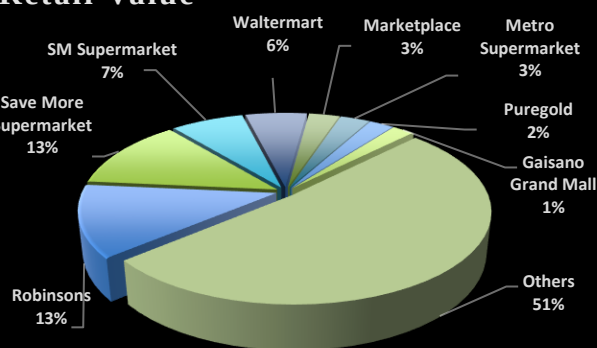


Table 2. Supermarkets No. of Outlets and Sales

Key Supermarkets	2024 # of Stores	2025 # of Stores	2025 Mn Sales*
1 Robinsons Supermarket	291	310	\$1,709
2 Save More Supermarket	221	224	\$1,696
3 SM Supermarket	219	218	\$963
4 WalterMart Supermarket	90	92	\$814
5 Marketplace	37	38	\$407
6 Puregold	96	96	\$326
7 Gaisano Grand Mall	41	46	\$285

Source: [Euromonitor International](#) and FAS Research

*Note: Estimated sales are derived from the percentage of brand share.

WAREHOUSE CLUBS

Warehouse clubs continue to feature an extensive selection of American brands in the Philippine retail landscape. While clubs are strategically concentrated in key cities, large households, small grocery owners, and community resellers from nearby cities and provinces regularly purchase in bulk to bring sought-after imported products into their communities. Warehouse clubs continue to expand beyond Metro Manila into other major cities across the Philippines. FAS Manila forecasts warehouse club sales to reach a robust \$2 billion in 2026, with food and beverage products accounting for two-thirds of total sales.

Figure 14. Warehouse Clubs by % Retail Value

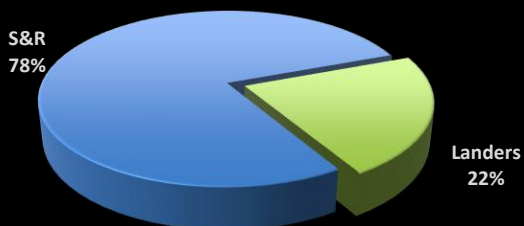


Table 3. Warehouses No. of Outlets and Sales

Key Warehouses	2024 # of Stores	2025 # of Stores	2025 Mn Sales*
1 S&R	29	31	\$1,443
2 Landers	13	15	\$412

Source: [Euromonitor International](#) and FAS Research

*Note: Estimated sales are derived from the percentage of brand share.

HYPERMARKETS

Hypermarkets present moderate growth at 6 percent, offering a larger physical shelf placement for retail food and beverage products. However, as a price-competitive channel, success will depend on offering value-driven pricing, bulk formats, and alignment with retailers' expanding omnichannel and private label strategies. Hypermarket sales are expected to reach \$5.6 billion, with food and beverages making up half of the total.

Figure 15. Hypermarket by % Retail Value

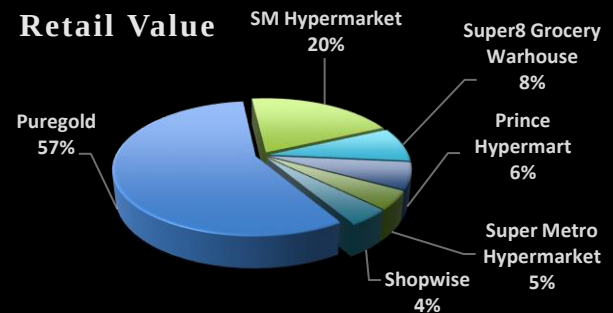


Table 4. Hypermarkets No. of Outlets and Sales

Key Hypermarkets	2024 # of Stores	2025 # of Stores	2025 Mn Sales*
1 Puregold	349	353	\$2,770
2 SM Hypermarket	56	57	\$978
3 Super 8 Grocery Warehouse	75	82	\$402
4 Prince Hypermart	70	79	\$312
5 Super Metro Supermarket	12	12	\$217
6 Shopwise	15	16	\$201

Source: [Euromonitor International](#) and FAS Research

*Note: Estimated sales derived from the percentage of brand share.

TRADITIONAL FOOD AND BEVERAGE RETAILERS

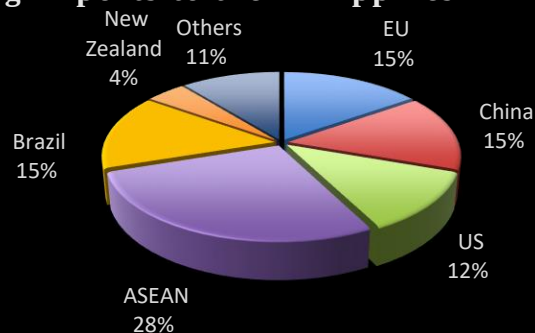
Traditional food and beverage retailers remain the largest retail channel in the Philippines, with sales reaching \$40 billion in 2026 (1 percent growth), forecast to grow at a 4 percent CAGR through 2030. This channel's dominance stems from deep community integration, proximity, and per-piece selling, which favors low-cost, locally distributed products over imports. The channel includes wet markets, which sell fresh produce and meat, and small grocers (including sari-sari stores, the local name for neighborhood retail shops), which offer beverages, bread, noodles, canned goods, condiments, and cooking oil in small, affordable packages.

SECTION III. COMPETITION

The Philippines remains the leading U.S. consumer-oriented export market in Southeast Asia and the twelfth largest globally, with exports valued at \$1.3 billion in 2025. This underscores the substantial growth potential still ahead for U.S. food and beverage products in the Philippine market.

Despite facing higher tariffs, elevated logistics costs, and limited market access compared to exports from ASEAN countries, China, Australia and New Zealand, U.S. exports remain competitive.

Figure 16. 2025 Consumer-oriented Ag Exports to the Philippines



Source: [Trade Data Monitor](#)

SECTION IV. BEST PRODUCT PROSPECTS

TABLE 5. BEST PRODUCTS PROSPECTS CATEGORIES

Top Consumer-oriented products imported from the World 	Food preparations; pork, poultry, and beef products; milk; frozen fries; pet food (dog and cat); instant coffee; seasonings; soy sauce; ketchup; chocolate and sugar confectionery; apples; cheddar, mozzarella and cream cheese; butter; cooking oil; and ice cream.
Top Consumer-oriented products imported from the United States 	Chicken, pork, and beef products; frozen potatoes; fresh apples, strawberries, cherries, and grapes; apple, grape, cranberry and orange juices; soups; milk; cheddar, Colby, and cream cheese; ice cream; almonds; walnuts; raisins; and wines.
Products present in the market with good sales potential 	Chicken, pork, beef, and lamb cuts; sausages; frozen potatoes; fresh apples, oranges, grapes, lemon, and strawberries; soups and broths; chocolate; cookies, biscuits, pancakes, and brownies; cereals; sauces and preparations; seasonings; tomato ketchup and tomato sauces; canned vegetables; dog and cat food; cheddar and cream cheese; and turkey.
Products with supply gap despite market viability/good sales potential 	Yogurt, condensed milk, egg products, pasta, waffles, grapefruit, nectarines, peaches, plums, apricots, and prunes.
Products lacking in the market due to trade barriers 	Seafood.

Source: [Trade Data Monitor](#), [Global Agricultural Trade System](#), and USDA-FAS Research

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

PHILIPPINE EVENTS

<u>World Food Expo Drinks and Bakes</u> Word Trade Center, Manila January 28-30, 2027	<u>International Food Exhibition (IFEX) Philippines Next Food Asia</u> World Trade Center, Manila May 20-22, 2027	<u>Manila Food and Beverage Expo</u> World Trade Center, Manila June, 2027
<u>World Food Expo</u> SMX Convention Center, Manila World Trade Center, Manila SMXCITE, Manila August 4-7, 2027		

REGIONAL EVENTS

<u>FOODEX JAPAN</u> Tokyo Big Sight, Japan March 9-12, 2027	<u>FHA - Food & Hospitality</u> Singapore Expo, Singapore April 20-23, 2027	<u>THAIFEX–Anuga Asia</u> Impact Muang Thong Thani Bangkok, Thailand May 25 - 29, 2027
<u>Seoul Food & Hotel</u> KINTEX, Korea June 8-11, 2027	<u>Asia Fruit Logistica</u> AsiaWorld-Expo, Hong Kong September 7-8, 2027	<u>Seafood Expo Asia</u> Sands Expo and Convention Centre September 8-10, 2027

KEY CONTACTS AND INFORMATION

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<u>Department of Trade and Industry (Philippines)</u>	<u>Department of Agriculture (Philippines)</u>	<u>Food and Drug Administration (Philippines)</u>
<u>Philippine Chamber of Commerce and Industry (PCCI)</u>	<u>American Chamber of Commerce of the Philippines (AMCHAM)</u>	<u>Philippine Retailers Association (PRA)</u>
<u>Center for International Trade Expositions and Missions (CITEM)</u>	<u>Philippine Exporters Confederation, Inc. (PHILEXPORT)</u>	<u>Philippine Amalgamated Supermarket Association Incorporated</u>

Attachments:

No Attachments