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**Report Highlights:**

Supported by growing awareness and adoption of global trends, plant-based foods in the Philippines have taken hold of a recognizable niche marketplace in the past year. Industry contacts are optimistic the market will grow 3–5 percent in 2021. Opportunities for U.S. exporters exist in both consumer-oriented goods as well as raw materials to support up-start local food manufacturers.

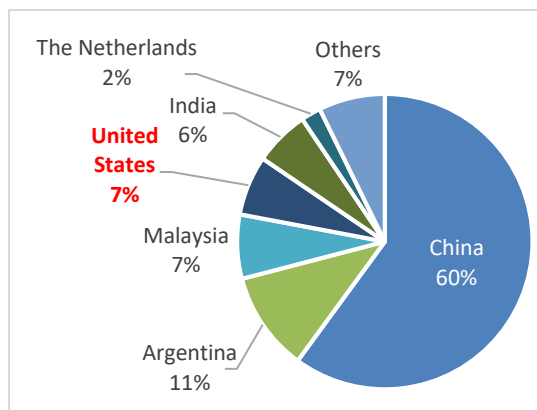
# Philippine Market Brief

## Plant-Based Products



Ease of sharing information on social media is fueling demand for plant-based food products. More than 100 vegan restaurants have shifted to a cloud-kitchen model to cope with COVID-19 community quarantine restrictions.

### Philippine Imports of Protein Concentrates and Textured Protein Substances



#### Market Share by Country

Philippine imports of Protein Concentrates and Textured Protein Substances in 2020 totaled \$41M, down 2 percent YOY amidst the COVID pandemic, with only a small share from the United States.

- When [Manila Vegan](#) Facebook group began in 2014, only 70 people joined. The group now has 50.8K members composed of vegans, vegan-curious, vegetarians, and flexitarians nationwide. The rise in membership reflects a growing interest in plant-based foods.
- Philippines' plant-based processor WTH Foods is aiming to expand to markets in the region. The company sources half of its ingredients locally and the rest from foreign sources.
- Meat Magic, created by inventor and philanthropist Go Ching Hai is made of protein from soya, corn, and wheat—all of which are exported by the United States to the Philippines.
- Traders are optimistic the market will grow 3–5 percent in 2021 as consumers become increasingly aware of health trends and responsible consumption.

Philippines' top instant noodle producer [Monde Nissin Corporation](#) acquired Britain's Quorn Foods for \$831 million in 2015 and aims to raise \$1.3 billion through an IPO to expand production capacity and penetrate Asian and U.S. markets.

### Plant-based products in the Philippines

Brand	Origin	Importer or Local Processor	Distribution
<a href="#">Alpha Foods</a>	California	<a href="#">Prime Pacific Food Corporation</a>	<a href="#">Wholemart.com.ph</a>
<a href="#">Beyond Meat</a>	California	<a href="#">Prime Pacific Food Corporation</a>	<a href="#">Wholemart.com.ph</a> , <a href="#">Grand Hyatt</a> , <a href="#">TGIFriday's</a>
<a href="#">Meat Magic</a>	Philippines	<a href="#">GCH Group of Companies</a>	<a href="#">The Veggie Mart</a> , <a href="#">Kuan Dao Sian Tian Temple</a> , independent distributors online
<a href="#">Impossible Foods</a>	California	none	none
<a href="#">OmniPork</a>	Canada	<a href="#">Prime Pacific Food Corporation</a>	<a href="#">Wholemart.com.ph</a>
<a href="#">Quorn</a>	United Kingdom	<a href="#">Monde Nissin Corporation</a>	<a href="#">Leading supermarkets</a> , <a href="#">upscale restaurants</a> , and <a href="#">cloud kitchens</a>
<a href="#">unMEAT</a>	Philippines	<a href="#">Century Pacific Food, Inc.</a>	Leading supermarkets
<a href="#">v2food</a>	Australia	<a href="#">Burger King Philippines</a>	<a href="#">Burger King stores</a>
<a href="#">Wonder Meat</a>	Philippines	<a href="#">Guiltless Inc.</a>	<a href="#">Echostore</a> , <a href="#">FrozenMNL</a>
<a href="#">Worth the Health</a>	Philippines	<a href="#">WTH Foods</a>	<a href="#">WTH online</a>



BusinessMirror's [podcast](#) puts a spotlight on Wondermeat, a new product sold at Echostore outlets. Co-founder Chit Juan says Wondermeat would make "one wonder because it could be a sumptuous meat-less alternative." Introduced in November 2020, **WONDER MEAT** is the **FIRST** local brand to offer **100% plant-based products**—gluten free, all natural, non-GMO, no MSG added.

# Daily Per Capita Consumption vegetables (45 kg), fish and fish products (37 kg), meat (22 kg), and poultry (10 kg)

Source: [Bureau of Fisheries and Aquatic Resources](#)

## Market Trends

### COVID-19 Accelerates Demand

- In the midst of the COVID-19 pandemic, consumers are buying foods and beverages that are perceived as healthy and associating plant-based foods with “better for you” options.
- [BusinessMirror](#) reported on the 2020 Diet Decisions Survey by OnePoll and Herbalife Nutrition revealed Filipino consumers are eating better:
  - ✓ 53% said they have started eating more fruits and vegetables and
  - ✓ 43% ate more plant-based food
  - ✓ 45% said convenient alternatives could help in maintaining their new diets
  - ✓ Among 11 Asia Pacific markets, Philippines ranked highest (62%) in openness to plant-based foods

### PH Government Calls for Consumption of Alternative Protein

- **July 2020** - Through a [press release](#), the Department of Environment and Natural Resources urged consumers to help fight climate change by “switching to a plant-based diet, which has been shown to reduce the ecological footprint of human food consumption” and announced its month-long public information campaign dubbed as “Plant-Based Solutions for Climate Change.”
- **October 2020** - The Philippines received “[special recognition](#)” from the Rockefeller-funded Food System Vision Prize for its entry that envisions a typical dinner plate that is mostly plant-based by 2050. The Philippine team was led by the National Academy of Science and Technology, the highest recognition and scientific advisory body of the Philippines under the Department of Science and Technology.
- **February 2021** - Amidst soaring pork prices attributed to the African Swine Fever outbreak and the COVID-19 pandemic, the Philippine Department of Agriculture (DA) implemented [Executive Order 124](#), imposing a 60-day price ceiling on pork and chicken products in Metro Manila effective on February 9, 2021. During a [press briefing](#), Presidential Spokesperson Harry Roque backed the calls of consumer advocacy groups to consume pork alternatives.

### Timeline: Fast Food Giants Rally Alongside

- **October 2020** - Pizza chain Shakey's added burgers to their menu, one made with Angus beef patty and the other with a plant-based patty, and launched a [campaign](#) dubbed as a “battle between the GOOOD and the BAAAD” plant-based patty is produced locally by sister company Century Pacific Food Inc. and is made from non-GMO soybeans.
- **November 2020** - Burger King [launched](#) its plant-based Whopper in the Philippines.
- **January 2021** - In an [interview](#) with ANC's Market Edge, Cargill Philippines President Sonny Catacutan said the company is eyeing a piece of the plant-based protein market. Cargill supplies chicken to fast food giant Jollibee.
- **February 2021** - Century Pacific Foods [rolled out](#) their Swift unMEAT retail brand of plant-based products in the Philippines, China, the Middle East, Singapore, and the United States. The unMEAT line, consisting of meat-free burger patties, Hungarian sausages, nuggets, and minced meat, is being promoted as a source of fiber and protein, free of cholesterol, trans fat, egg, and dairy, and affordable at ₱135 (\$2.5) per pack weighing 226 grams.

# Regulatory Overview

*\*\*Disclaimer: This overview is not a comprehensive guide, and regulations can frequently change. Exporters should verify requirements with their importers before goods are shipped.*

## Tariffs & Taxes

The Philippines generally maintains low applied MFN tariffs, often close to the preferential rates offered to U.S. competitors. The tariff rates on specific goods are posted on the Philippine Tariff Commission's [website](#).

HS Code 210610	Protein Concentrates and Textured Protein Substances	3% Duty Rate
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## Import Procedures for Processed Food Products



### A Identify an Importer

FAS Manila assists U.S. exporters in identifying potential importers in the Philippines.

### B Provide Documents

Prior to importation and retail sale, importers are required to register the product with the Philippine Food and Drug Administration. The U.S. exporter must provide the designated importer with a set of documents.

- Any of the following:**
- Foreign Agency Agreement/Certificate of Distributorship/Appointment Letter
  - Proforma Invoice
  - Memorandum Agreement between the supplier or manufacturer and the Philippine importer



- Any of the following:**
- Manufacturer's Certificate of Registration with Good Manufacturing Practices compliance or its equivalent
  - ISO 22000 Certification or HACCP Certificate
  - Health Certificate/Certificate of Free Sale issued by a U.S. government regulatory agency or health authority stating that the product applied for registration is freely sold and/or fit for human consumption.

## Labelling Requirements

- The following must be included on the labels of pre-packaged plant-based food products:**
1. Product name/name of the food
  2. Use of brand name and/or trademark
  3. Complete list of ingredients used in the product (in descending order), incl. additives, flavorings, and preservatives
  4. Net contents and drained weight
  5. Name and address of manufacturer, packer, or distributor, incl. country of origin for imported products and name and the address of Philippine importer or distributor
  6. Lot identification
  7. Storage condition
  8. Expiry or expiration date/use-by-date/consume before date
  9. Food allergen information
  10. Direction/instruction(s) for use
  11. Nutrition facts/nutrition information/nutritive value

**Attachments:**

No Attachments.