

# **Cheese in the Philippines**

August 2024

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#### Cheese in the Philippines - Category analysis

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#### 2024 DEVELOPMENTS

Consumption of cheese remains resilient in 2024 Mondelez Philippines continues to lead cheese Packaged hard cheese fails to see retail volume growth in 2024, as consumers scale back their spending

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Stable growth anticipated for cheese over the forecast period, buoyed by familiarity of processed cheese Retail e-commerce expected to grow in prominence Wider product variety anticipated in packaged hard cheese

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