

Butter and Spreads in the Philippines

September 2023

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2023 DEVELOPMENTS

Continuation of home cooking trend supports growth of butter and spreads

Magnolia goes from strength to strength

Dairy-free alternatives to butter remain limited in scope

PROSPECTS AND OPPORTUNITIES

Positive prospects for butter and spreads, in line with improving economic conditions

Consolidation of the category will continue, although manufacturers of plant-based alternatives could find their niche

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