



The Future of the Ice Cream Market in Philippines to 2018

Reference Code: FD1271MR

Published: July 2014

Report Price: US\$ 875 (Single Copy)

SAMPLE



Summary

The Future of the Ice Cream Market in Philippines to 2018 is the result of Canadean's extensive market research. The report presents detailed analysis on the Ice Cream consumption trends in Philippines, historic and forecast Ice Cream consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Ice Cream sales overall and to know which categories and segments are showing growth in the coming years.

Key Findings

"Why was the report written?"

This report provides authoritative and granular data on the Ice Cream market in Philippines and, in doing so fills the gaps in marketers' understanding of trends and the components of change behind them.

Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.

Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers' behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in Philippines Ice Cream market, providing marketers with the essential data to understand their own, and their competitors' position in the market and the information to accurately identify where to compete in the future."

Reasons to Buy

"The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Ice Cream market in Philippines.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market."

1. Philippines Ice Cream Market Analysis, 2008–18

1.1 Ice Cream Value Analysis, 2008–18

1.1.1 Overall Ice Cream Market Value, 2008–18

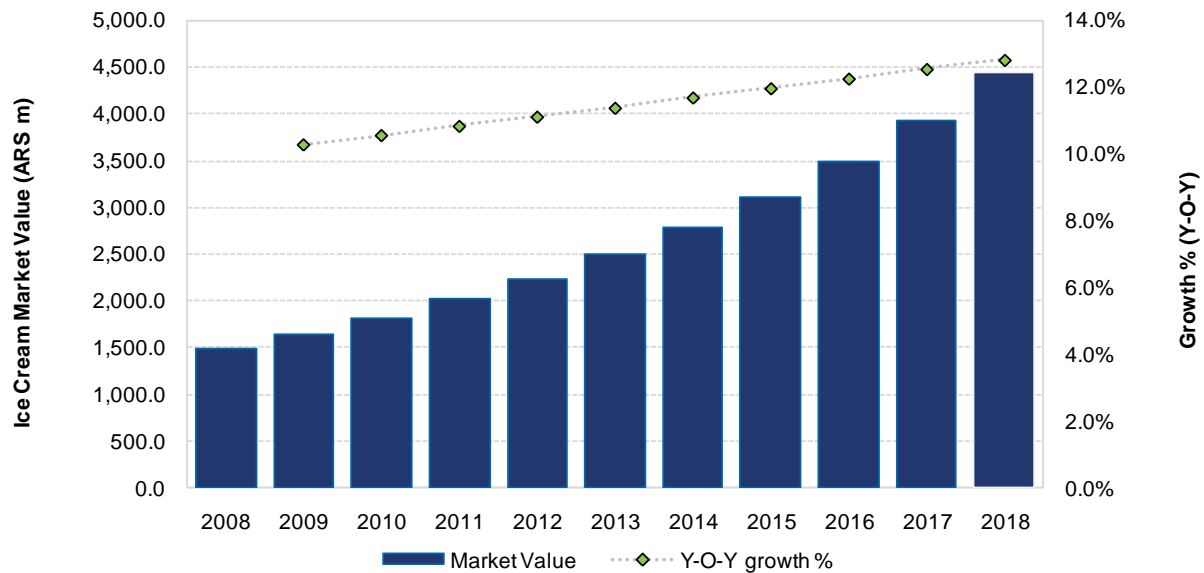
Table 1: Philippines Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean	© Canadean										

Table 2: Philippines Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean	© Canadean										

Figure 1: Philippines Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18



Source: Canadean

© Canadean

Note:

Chart in the above figure represents only sample data and no actual data is provided.

1.1.2 Ice Cream Market Value by Category, 2008–18

Table 3: Philippines Ice Cream Market Value (LCU m) by Category, 2008–13

Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Artisanal Ice Cream							
Impulse Ice Cream							
Take-Home Ice Cream							
Overall							
Source: Canadean							© Canadean

Table 4: Philippines Ice Cream Market Value (LCU m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Artisanal Ice Cream							
Impulse Ice Cream							
Take-Home Ice Cream							
Overall							
Source: Canadean							© Canadean

Table 5: Philippines Ice Cream Market Value (USD m) by Category, 2008–13

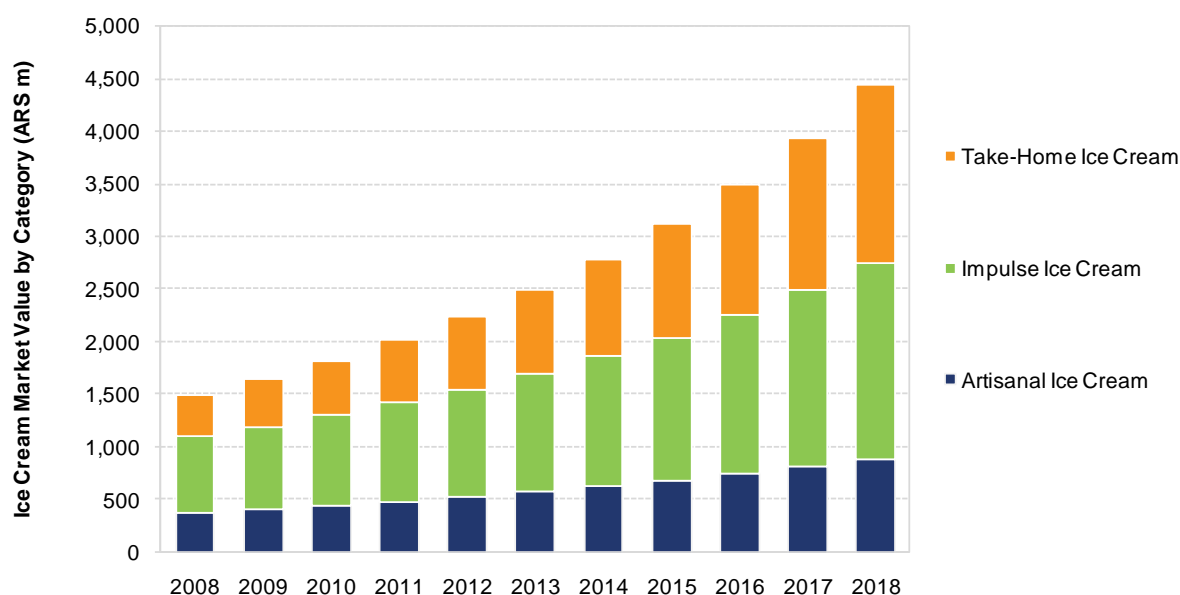
Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Artisanal Ice Cream							
Impulse Ice Cream							
Take-Home Ice Cream							
Overall							
Source: Canadean							© Canadean

Table 6: Philippines Ice Cream Market Value (USD m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Artisanal Ice Cream							
Impulse Ice Cream							
Take-Home Ice Cream							
Overall							

Source: Canadean

Figure 2: Philippines Ice Cream Market Value (LCU m) by Category, 2008–18



Source: Canadean

© Canadean

Note:

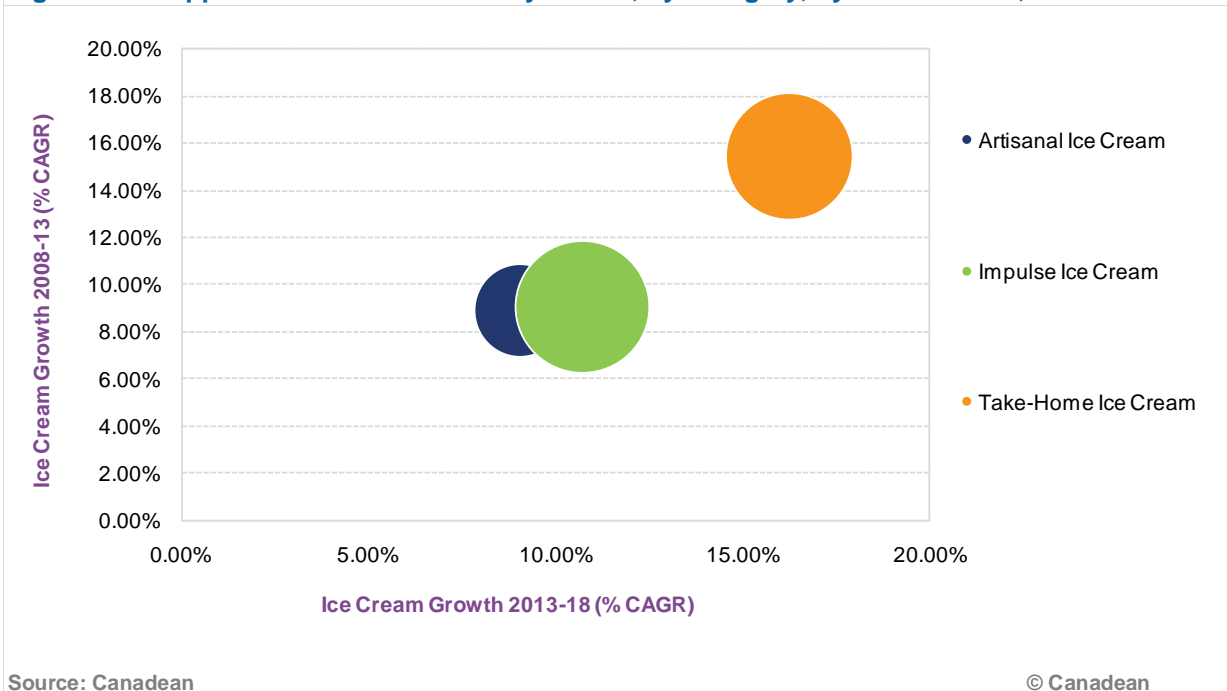
Chart in the above figure represents only sample data and no actual data is provided.

1.1.3 Market Growth Dynamics by Value – Ice Cream, 2008–18

Table 7: Philippines Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)

Category	CAGR 2013–18	CAGR 2008–13	Market Size 2008	Market Size 2013	Market Size 2018
Artisanal Ice Cream					
Impulse Ice Cream					
Take-Home Ice Cream					
Overall					
Source: Canadean			© Canadean		

Figure 3: Philippines Ice Cream Market Dynamics, by Category, by Market Value, 2008–18



Note:

Chart in the above figure represents only sample data and no actual data is provided.

Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

Related Reports

The Future of the Ice Cream Market in China to 2018

The Future of the Ice Cream Market in Hong Kong to 2018

The Future of the Ice Cream Market in India to 2018

The Future of the Ice Cream Market in Indonesia to 2018

The Future of the Ice Cream Market in Japan to 2018

The Future of the Ice Cream Market in Malaysia to 2018

The Future of the Ice Cream Market in Singapore to 2018

The Future of the Ice Cream Market in South Korea to 2018

The Future of the Ice Cream Market in Thailand to 2018

The Future of the Ice Cream Market in Turkey to 2018

Table of Contents

1. Introduction	8
1.1 What is this Report About?	8
1.2 Definitions	8
1.2.1 This report provides 2013 actual sales; while forecasts are provided for 2014 – 2018	8
1.2.2 Category Definitions	8
1.2.3 Distribution Channel Definitions	9
1.2.4 Volume Units and Aggregations.....	10
1.2.5 CAGR Definition and Calculation	10
1.2.6 Graphical representation of Brands.....	10
1.2.7 Exchange Rates	11
1.2.8 Methodology Summary	11
2. Philippines Ice Cream Market Analysis, 2008–18	12
2.1 Ice Cream Value Analysis, 2008–18.....	12
2.1.1 Overall Ice Cream Market Value, 2008–18.....	12
2.1.2 Ice Cream Market Value by Category, 2008–18.....	13
2.1.3 Market Growth Dynamics by Value – Ice Cream, 2008–18.....	16
2.2 Ice Cream Volume Analysis, 2008–18.....	17
2.2.1 Overall Ice Cream Market Volume, 2008–18.....	17
2.2.2 Per-Capita Consumption - Ice Cream, 2008–18.....	18
2.2.3 Ice Cream Market Volume by Category, 2008–18.....	19
2.2.4 Market Growth Dynamics by Volume – Ice Cream, 2008–18.....	21
3. Philippines Artisanal Ice Cream Market Analysis, 2008–18	22
3.1 Artisanal Ice Cream Value Analysis, 2008–18.....	22
3.1.1 Artisanal Ice Cream Market by Value, 2008–18	22
3.1.2 Average Consumer Price/Kg – Artisanal Ice Cream, 2008–18.....	23
3.2 Artisanal Ice Cream Volume Analysis, 2008–18.....	24
3.2.1 Artisanal Ice Cream Market by Volume, 2008–18.....	24
3.3 Market Growth Dynamics – Artisanal Ice Cream, 2008–18.....	25
3.3.1 Artisanal Ice Cream Market Growth Dynamics by Value, 2008–18	25
3.3.2 Artisanal Ice Cream Market Growth Dynamics by Volume, 2008–18	26
3.4 Artisanal Ice Cream Brand Analysis, 2010–13	27
3.5 Artisanal Ice Cream Distribution Channel Analysis, 2010–13.....	28
4. Philippines Impulse Ice Cream Market Analysis, 2008–18	30
4.1 Impulse Ice Cream Value Analysis, 2008–18.....	30

4.1.1	Impulse Ice Cream Market by Value, 2008–18.....	30
4.1.2	Average Consumer Price/Kg – Impulse Ice Cream, 2008–18	31
4.1.3	Impulse Ice Cream Market Value by Segments, 2008–18	32
4.2	Impulse Ice Cream Volume Analysis, 2008–18	34
4.2.1	Impulse Ice Cream Market by Volume, 2008–18.....	34
4.2.2	Impulse Ice Cream Market Volume by Segments, 2008–18	35
4.3	Market Growth Dynamics – Impulse Ice Cream, 2008–18	36
4.3.1	Impulse Ice Cream Market Growth Dynamics by Value, 2008–18	36
4.3.2	Impulse Ice Cream Market Growth Dynamics by Volume, 2008–18.....	37
4.4	Dairy-Based (Impulse Ice Cream) Analysis, 2008–18.....	38
4.4.1	Dairy-Based (Impulse Ice Cream) Market by Value, 2008–18	38
4.4.2	Dairy-Based (Impulse Ice Cream) Market by Volume, 2008–18.....	39
4.5	Water-Based (Impulse Ice Cream) Analysis, 2008–18.....	40
4.5.1	Water-Based (Impulse Ice Cream) Market by Value, 2008–18	40
4.5.2	Water-Based (Impulse Ice Cream) Market by Volume, 2008–18	41
4.6	Impulse Ice Cream Brand Analysis, 2010–13.....	42
4.7	Impulse Ice Cream Distribution Channel Analysis, 2010–13	44
5.	Philippines Take-Home Ice Cream Market Analysis, 2008–18	47
5.1	Take-Home Ice Cream Value Analysis, 2008–18	47
5.1.1	Take-Home Ice Cream Market by Value, 2008–18.....	47
5.1.2	Average Consumer Price/Kg – Take-Home Ice Cream, 2008–18	48
5.1.3	Take-Home Ice Cream Market Value by Segments, 2008–18	49
5.2	Take-Home Ice Cream Volume Analysis, 2008–18	51
5.2.1	Take-Home Ice Cream Market by Volume, 2008–18.....	51
5.2.2	Take-Home Ice Cream Market Volume by Segments, 2008–18	52
5.3	Market Growth Dynamics – Take-Home Ice Cream , 2008–18.....	54
5.3.1	Take-Home Ice Cream Market Growth Dynamics by Value, 2008–18	54
5.3.2	Take-Home Ice Cream Market Growth Dynamics by Volume, 2008–18.....	55
5.4	Dairy-Based (Take-Home Ice Cream) Analysis, 2008–18.....	56
5.4.1	Dairy-Based (Take-Home Ice Cream) Market by Value, 2008–18	56
5.4.2	Dairy-Based (Take-Home Ice Cream) Market by Volume, 2008–18.....	57
5.5	Water-Based (Take-Home Ice Cream) Analysis, 2008–18.....	58
5.5.1	Water-Based (Take-Home Ice Cream) Market by Value, 2008–18	58
5.5.2	Water-Based (Take-Home Ice Cream) Market by Volume, 2008–18	59
5.6	Take-Home Ice Cream Brand Analysis, 2010–13.....	60
5.7	Take-Home Ice Cream Distribution Channel Analysis, 2010–13	62
6.	Appendix	65
6.1	About Canadean	65

6.2	Disclaimer	65
-----	------------------	----

SAMPLE PAGES

List of Figures

Figure 1: Philippines Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	12
Figure 2: Philippines Ice Cream Market Value (LCU m) by Category, 2008–18.....	15
Figure 3: Philippines Ice Cream Market Dynamics, by Category, by Market Value, 2008–18.....	16
Figure 4: Philippines Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18.....	17
Figure 5: Philippines Per-Capita Ice Cream Consumption (Kg/head & Y-o-Y growth), 2008–18.....	18
Figure 6: Philippines Ice Cream Market Volume (Kg m) by Category, 2008–18.....	20
Figure 7: Philippines Ice Cream Market Dynamics, by Category, by Market Volume 2008–18.....	21
Figure 8: Philippines Artisanal Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	22
Figure 9: Philippines Artisanal Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18.....	23
Figure 10: Philippines Artisanal Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18.....	24
Figure 11: Philippines Artisanal Ice Cream Market Growth Dynamics by Value, 2008–18.....	25
Figure 12: Philippines Artisanal Ice Cream Market Growth Dynamics by Volume, 2008–18.....	26
Figure 13: Philippines Artisanal Ice Cream Market Value by Distribution Channel (LCU m), 2010–13.....	29
Figure 14: Philippines Impulse Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	30
Figure 15: Philippines Impulse Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18.....	31
Figure 16: Philippines Impulse Ice Cream Market Value (LCU m) by Segments, 2008–18.....	33
Figure 17: Philippines Impulse Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18.....	34
Figure 18: Philippines Impulse Ice Cream Market Volume (Kg m) by Segments, 2008–18.....	35
Figure 19: Philippines Impulse Ice Cream Market Growth Dynamics by Value, 2008–18.....	36
Figure 20: Philippines Impulse Ice Cream Market Growth Dynamics by Volume, 2008–18.....	37
Figure 21: Philippines Dairy-Based (Impulse Ice Cream) Market by Value (LCU m), 2008–18.....	38
Figure 22: Philippines Dairy-Based (Impulse Ice Cream) Market by Volume (Kg m), 2008–18.....	39
Figure 23: Philippines Water-Based (Impulse Ice Cream) Market by Value (LCU m), 2008–18.....	40
Figure 24: Philippines Water-Based (Impulse Ice Cream) Market by Volume (Kg m), 2008–18.....	41
Figure 25: Philippines Impulse Ice Cream Market Value by Brands (LCU m), 2010–13.....	43
Figure 26: Philippines Impulse Ice Cream Market Value by Distribution Channel (LCU m), 2010–13.....	46
Figure 27: Philippines Take-Home Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	47
Figure 28: Philippines Take-Home Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18.....	48
Figure 29: Philippines Take-Home Ice Cream Market Value (LCU m) by Segments, 2008–18.....	50
Figure 30: Philippines Take-Home Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18.....	51
Figure 31: Philippines Take-Home Ice Cream Market Volume (Kg m) by Segments, 2008–18.....	53
Figure 32: Philippines Take-Home Ice Cream Market Growth Dynamics by Value, 2008–18.....	54
Figure 33: Philippines Take-Home Ice Cream Market Growth Dynamics by Volume, 2008–18.....	55
Figure 34: Philippines Dairy-Based (Take-Home Ice Cream) Market by Value (LCU m), 2008–18.....	56
Figure 35: Philippines Dairy-Based (Take-Home Ice Cream) Market by Volume (Kg m), 2008–18.....	57
Figure 36: Philippines Water-Based (Take-Home Ice Cream) Market by Value (LCU m), 2008–18.....	58
Figure 37: Philippines Water-Based (Take-Home Ice Cream) Market by Volume (Kg m), 2008–18.....	59
Figure 38: Philippines Take-Home Ice Cream Market Value by Brands (LCU m), 2010–13.....	61
Figure 39: Philippines Take-Home Ice Cream Market Value by Distribution Channel (LCU m), 2010–13.....	64

List of Tables

Table 1: Category Definitions - Ice Cream Market	8
Table 2: Distribution Channel Definitions - Ice Cream Market	9
Table 3: Volume Units for Ice Cream Market	10
Table 4: Philippines Exchange Rate LCU – USD (Annual Average), 2008 – 2013	11
Table 5: Philippines Exchange Rate LCU – USD (Annual Average), 2014 – 2018 Forecast	11
Table 6: Philippines Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18	12
Table 7: Philippines Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18	12
Table 8: Philippines Ice Cream Market Value (LCU m) by Category, 2008–13	13
Table 9: Philippines Ice Cream Market Value (LCU m) by Category, 2013–18	13
Table 10: Philippines Ice Cream Market Value (USD m) by Category, 2008–13	14
Table 11: Philippines Ice Cream Market Value (USD m) by Category, 2013–18	14
Table 12: Philippines Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)	16
Table 13: Philippines Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18	17
Table 14: Philippines Per-capita Ice Cream Consumption (Kg/head & Y-o-Y growth), 2008–18	18
Table 15: Philippines Ice Cream Market Volume (Kg m) by Category, 2008–13	19
Table 16: Philippines Ice Cream Market Volume (Kg m) by Category, 2013–18	19
Table 17: Philippines Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by volume (Kg m)	21
Table 18: Philippines Artisanal Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18	22
Table 19: Philippines Artisanal Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18	22
Table 20: Philippines Artisanal Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	23
Table 21: Philippines Artisanal Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18	24
Table 22: Philippines Artisanal Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	25
Table 23: Philippines Artisanal Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments	26
Table 24: Philippines Artisanal Ice Cream Market Value by Brands (LCU m), 2010–13	27
Table 25: Philippines Artisanal Ice Cream Market Value by Brands (USD m), 2010–13	27
Table 26: Philippines Artisanal Ice Cream Market Value by Distribution Channel (LCU m), 2010–13	28
Table 27: Philippines Artisanal Ice Cream Market Value by Distribution Channel (USD m), 2010–13	29
Table 28: Philippines Impulse Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18	30
Table 29: Philippines Impulse Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18	30
Table 30: Philippines Impulse Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	31
Table 31: Philippines Impulse Ice Cream Market Value (LCU m) by Segments, 2008–13	32
Table 32: Philippines Impulse Ice Cream Market Value (LCU m) by Segments, 2013–18	32
Table 33: Philippines Impulse Ice Cream Market Value (USD m) by Segments, 2008–13	32
Table 34: Philippines Impulse Ice Cream Market Value (USD m) by Segments, 2013–18	33
Table 35: Philippines Impulse Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18	34
Table 36: Philippines Impulse Ice Cream Market Volume (Kg m) by Segments, 2008–13	35
Table 37: Philippines Impulse Ice Cream Market Volume (Kg m) by Segments, 2013–18	35
Table 38: Philippines Impulse Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	36
Table 39: Philippines Impulse Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments	37
Table 40: Philippines Dairy-Based (Impulse Ice Cream) Market by Value (LCU m), 2008–18	38
Table 41: Philippines Dairy-Based (Impulse Ice Cream) Market by Value (USD m), 2008–18	38
Table 42: Philippines Dairy-Based (Impulse Ice Cream) Market by Volume (Kg m), 2008–18	39
Table 43: Philippines Water-Based (Impulse Ice Cream) Market by Value (LCU m), 2008–18	40
Table 44: Philippines Water-Based (Impulse Ice Cream) Market by Value (USD m), 2008–18	40
Table 45: Philippines Water-Based (Impulse Ice Cream) Market by Volume (Kg m), 2008–18	41
Table 46: Philippines Impulse Ice Cream Market Value by Brands (LCU m), 2010–13	42
Table 47: Philippines Impulse Ice Cream Market Value by Brands (USD m), 2010–13	43
Table 48: Philippines Impulse Ice Cream Market Value by Distribution Channel (LCU m), 2010–13	44
Table 49: Philippines Impulse Ice Cream Market Value by Distribution Channel (USD m), 2010–13	45
Table 50: Philippines Take-Home Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18	47
Table 51: Philippines Take-Home Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18	47

Table 52: Philippines Take-Home Ice Cream Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	48
Table 53: Philippines Take-Home Ice Cream Market Value (LCU m) by Segments, 2008–13	49
Table 54: Philippines Take-Home Ice Cream Market Value (LCU m) by Segments, 2013–18	49
Table 55: Philippines Take-Home Ice Cream Market Value (USD m) by Segments, 2008–13	49
Table 56: Philippines Take-Home Ice Cream Market Value (USD m) by Segments, 2013–18	49
Table 57: Philippines Take-Home Ice Cream Market Volume (Kg m) and Growth (Y-o-Y), 2008–18	51
Table 58: Philippines Take-Home Ice Cream Market Volume (Kg m) by Segments, 2008–13	52
Table 59: Philippines Take-Home Ice Cream Market Volume (Kg m) by Segments, 2013–18	52
Table 60: Philippines Take-Home Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	54
Table 61: Philippines Take-Home Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments	55
Table 62: Philippines Dairy-Based (Take-Home Ice Cream) Market by Value (LCU m), 2008–18	56
Table 63: Philippines Dairy-Based (Take-Home Ice Cream) Market by Value (USD m), 2008–18	56
Table 64: Philippines Dairy-Based (Take-Home Ice Cream) Market by Volume (Kg m), 2008–18	57
Table 65: Philippines Water-Based (Take-Home Ice Cream) Market by Value (LCU m), 2008–18	58
Table 66: Philippines Water-Based (Take-Home Ice Cream) Market by Value (USD m), 2008–18	58
Table 67: Philippines Water-Based (Take-Home Ice Cream) Market by Volume (Kg m), 2008–18	59
Table 68: Philippines Take-Home Ice Cream Market Value by Brands (LCU m), 2010–13	60
Table 69: Philippines Take-Home Ice Cream Market Value by Brands (USD m), 2010–13	60
Table 70: Philippines Take-Home Ice Cream Market Value by Distribution Channel (LCU m), 2010–13	62
Table 71: Philippines Take-Home Ice Cream Market Value by Distribution Channel (USD m), 2010–13	63