



PHILIPPINES

Market Brief

The Philippines is the eighth-largest global market and the top market in Southeast Asia for exports of U.S. agricultural and related products. U.S. export value of the said products reached \$3.6 billion in 2023, as fueled by a rebound in the hospitality and food service sectors, despite inflationary pressure.

Quick Facts

Demographics

- 116 million population
- 1.6% population annual growth
- 80% speak English & 96% literacy rate

2023 GDP

- GDP (current US\$): \$437.15 billion
- GDP growth: 5.5%

2024 Minimum Wage Earnings (USD)

- \$3,009

Top Consumer-oriented Global Agricultural Imports of the Philippines in 2023



Dairy products



Pork and pork products



Fresh fruits



Roasted coffee



Processed vegetables



Bakery, cereals, and pasta



Chocolate and cocoa



Food preparations



Beef



Poultry meat and products

Top U.S. Competitors in the Philippines

- Fellow ASEAN countries
- China
- EU
- Australia



Market Trends



- Import dependent on agricultural commodities due to intensified heat indexes and drought, which affects agricultural production.
- With around 20% of the population belonging to the upper class and with an increasing number of middle-income consumers, the Philippine market provides opportunities for imported and higher-quality F&B options.
- U.S. shipments can have higher costs and longer lead times compared to Asian countries.
- High costs of doing business, including in trade, contribute to an environment favorable to smugglers and fixers, which in turn, puts U.S. businesses at a disadvantage.

Logistics



- Ports are usually heavily congested during the fourth quarter of the year.
- Warehouses across the Philippines include cold storage, cold and dry storage, and integrated cold chain facilities.

Import Regulations and Procedures



- For detailed information on food standards, regulations, and procedures, please check the 2024 USDA FAIRS Annual Country Report for the Philippines at <https://fas.usda.gov/data/philippines-fairs-country-report-annual>

Market Entry Recommendations



- Most exporters transact with agents, distributors, or importers, but, other exporters directly contact the central purchasing offices of manufacturers and retail stores.
- Exporters should provide support through sampling, trade incentives, consumer promotions, and trade servicing.



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