

Mondelēz International

SNACKING MADE RIGHT

SUSTAINABLE SNACKING

WE ARE A GLOBAL SNACKING LEADER!

BISCUITS & BAKED SNACKS



2023 NET REVENUES: $17.6 BILLION

CHOCOLATE





2023 NET REVENUES: $10.6 BILLION

BISCUITS Sweet & Savory — #1

CHOCOLATE — #2

CAKES & PASTRIES — #3

SNACK BARS — #3

Source: Euromonitor, Total Global Categories

POWERFUL PORTFOLIO OF ICONIC AND INSPIRING BRANDS

WE OFFER A BROAD RANGE OF DELICIOUS, HIGH-QUALITY SNACKS
FOR CONSUMERS WHO SEEK BOTH NUTRITION AND INDULGENCE

MOST LOVED SNACKING BRANDS

ICONIC >$1B BRANDS*

OREO
Milka
belVita
PHILADELPHIA
Cadbury
TOBLERONE
CLIF

LEADING 'TASTE OF NATION' LOCAL JEWELS

CÔTE D'OR
Alpen Gold
KINH DO
GOURMET GF FOOD
LACTA
Hu GET BACK TO HUMAN
TATE'S BAKE SHOP
Ricolino
CLUB SOCIAL
Marabou
7 DAYS
GRENADE
ORANGE TANG
Eden
Cheez Whiz

*Nielsen Value Sales 2023

62 YEARS IN THE PHILIPPINES

WE ARE A SNACKING LEADER



Powdered beverage

- #1 Tang



Cheese

- #1 Eden Cheese and Cheez Whiz



Biscuits

- #4 in Biscuits with Oreo



Chocolate

- #1 Modern Trade Chocolate Cadbury Dairy Milk
- #1 Gifting Chocolate - Toblerone

Source: Nielsen

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ABOUT SNACKING



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MONDELEZ INTERNATIONAL
2024 STATE OF
PHILIPPINE SNACKING

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2024

SNACKING

STATE OF PHILIPPINE SNACKING



WHAT IS THE STATE OF SNACKING?

NOW ON ITS 6TH YEAR, THIS SURVEY WAS CONDUCTED ONLINE BY THE HARRIS POLL ON BEHALF OF MONDELĒZ INTERNATIONAL FROM OCTOBER 10-22, 2024, AMONG 260 ADULTS FROM PHILIPPINES, AGED 18 OR OLDER.



THIS IS THE FIRST YEAR THE PHILIPPINES IS INCLUDED IN THE SURVEY, TO GIVE A GLIMPSE INTO FILIPINOS' SNACKING HABITS.

KEY THEMES

1. THE EVERGREEN ROLE OF SNACKING
2. MINDFUL CONSUMPTION & LIFESTYLE CHANGES
3. INDULGENT SNACKING IN THE SPOTLIGHT
4. SNACK CURATION & COMMITMENT

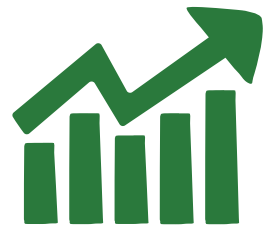






FILIPINOS LOVE TO SNACK

	PHILIPPINES	GLOBAL
98%	- Eat <u>at least one</u> snack(s) per day	91%
84%	- Eat <u>at least two</u> snacks per day	63%
42%	- Eat <u>at least three</u> snacks per day	31%



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WHY DO FILIPINOS SNACK?
MORNING AND AFTERNOON SNACKS BOOST ENERGY

THE EARLIER THE BETTER

Filipino consumers snack at equally high rates in the morning and afternoon (75%, respectively).

ENERGY BOOST

Three-quarters of snackers say, “Snacking gives me a much-needed pick me up throughout my day,” (**87%**).

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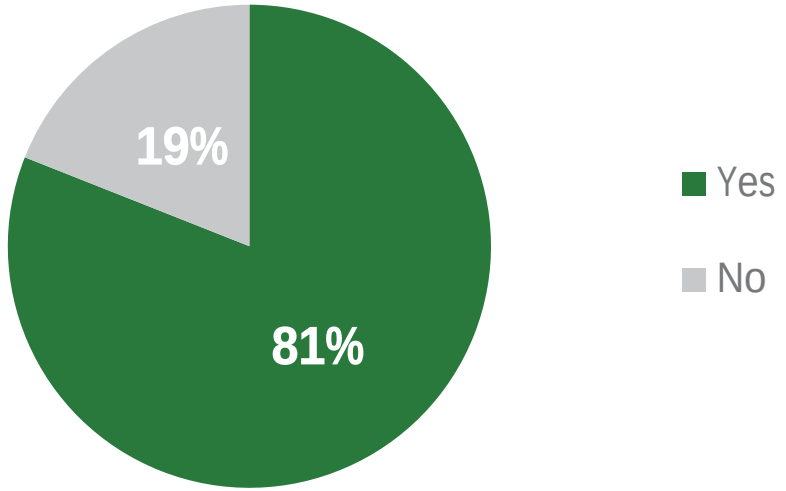
WHY DO FILIPINOS SNACK?
TO MAKE CONNECTIONS

90% AGREE,



Overall, how often do you snack or eat between meals to connect with others?
(Top 3 Box = Always, Often, Sometimes)



Q6: Please indicate how much you agree or disagree with the following statements. (Philippines Total n=291)
Q16: Overall, how often do you snack or eat between meals for the following reasons? (Top 3 Box = Always, Often, Sometimes) (Philippines Total n=291)

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KEY THEMES

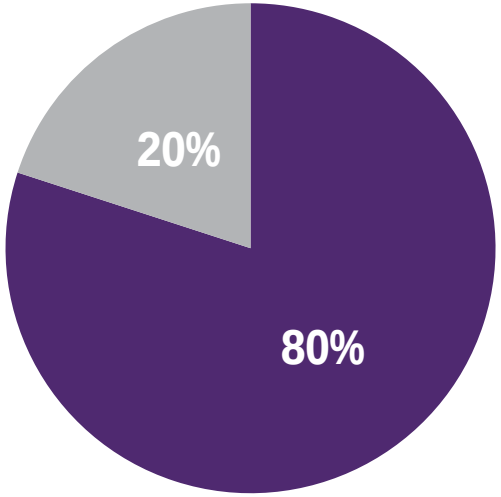
1 THE EVERGREEN ROLE OF SNACKING

2 MINDFUL CONSUMPTION & LIFESTYLE CHANGES



EIGHT IN 10 FILIPINOS ARE FOCUSING ON PORTION-CONTROLLED SNACKS

"I look for snacks that are portion controlled"
(Top 2 Box = Somewhat/Strongly Agree)





The <u>most important</u> piece of snacking advice to consumers has been to "enjoy snacks in moderation." (55%)

Q323: Please indicate how much you agree or disagree with the following statements. (Philippines Total n=291)
Q274: What is the best piece of snacking advice that you've been given? (Philippines Total n=291)

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KEY THEMES

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3. INDULGENT SNACKING IN THE SPOTLIGHT

INDULGENCE IS THE SWEET AND SPICE OF LIFE FOR FILIPINO SNACKERS

LIFE IS WORTH THE FUN

96% agree,

"Life is **more fun** with a bit of indulgence."



TREAT YOURSELF, YOU DESERVE IT:

92% agree,

"Snacking is **my way of treating myself** after a productive day."

Q24: Please indicate how much you agree or disagree with the following statements. (Philippines Total n=291)

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SUSTAINABILITY IN THE 2024 SNACKING VIEW



48%

Of Filipino consumers say they would try an alternative to one of their favorite snacks if it came in convenient or environmentally-friendly packaging.

34%

Of Filipino consumers say they have been paying attention to their snacks' sustainability over the last 12 months.

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SCALE SUSTAINABLE SNACKING

SUSTAINABILITY

LEAD WHERE WE MATTER MOST

INGREDIENTS
COCOA & WHEAT

SOCIAL
HUMAN RIGHTS

DRIVE CHANGE WHERE THE WORLD NEEDS IT MOST

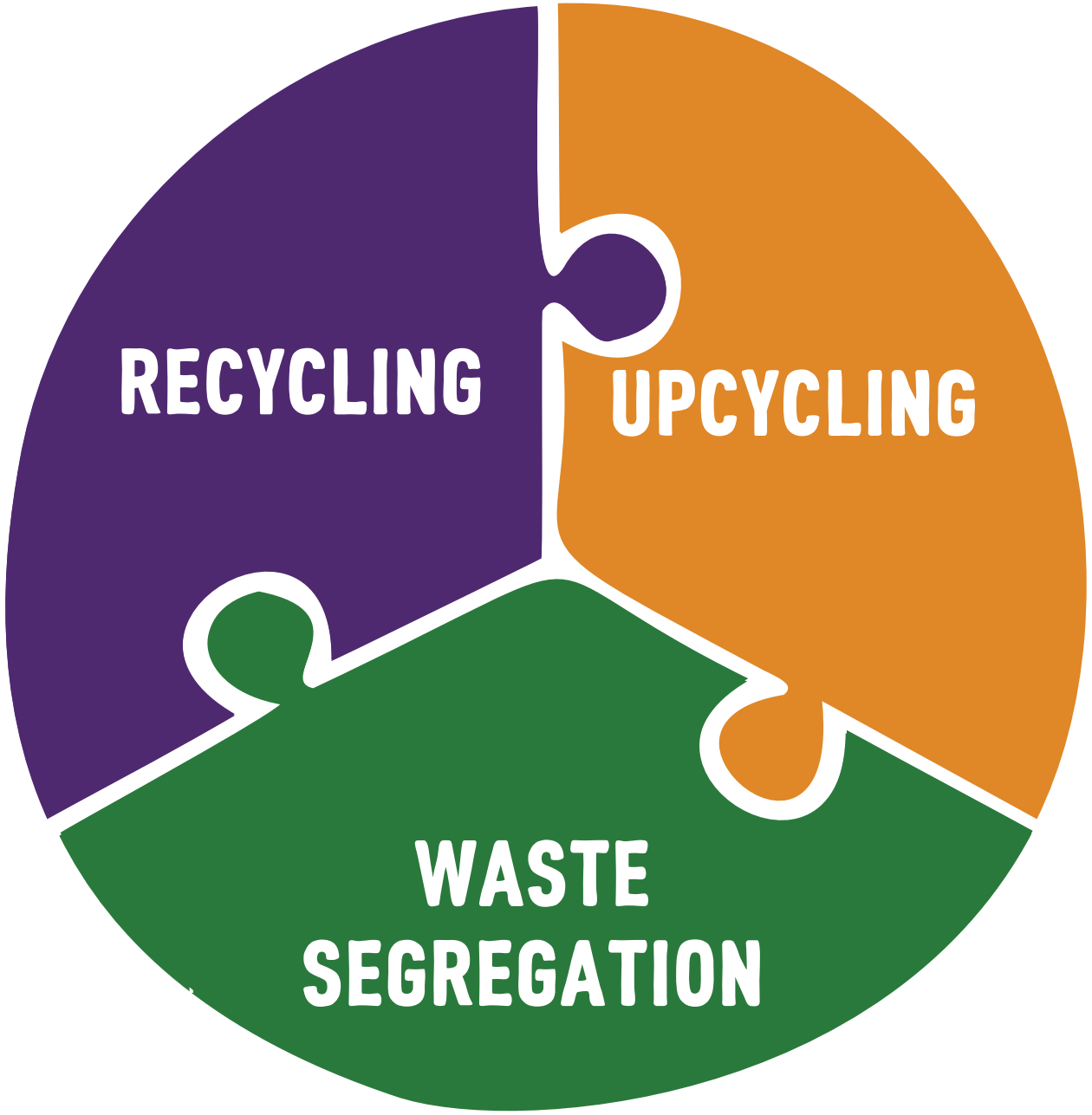
CLIMATE
CO_2 EMISSIONS

PACKAGING
WASTE

WELCOME, MIMING AND FRIENDS



LET'S TEST YOUR KNOWLEDGE



MAKE SUSTAINABILITY RELATABLE

Miming & Friends



EPISODE 1 2022

DARLING THE DUGONG

EPISODE 2 2023

ERMI THE HERMIT CRAB

EPISODE 3 2024

BASILYO THE BACTERIA

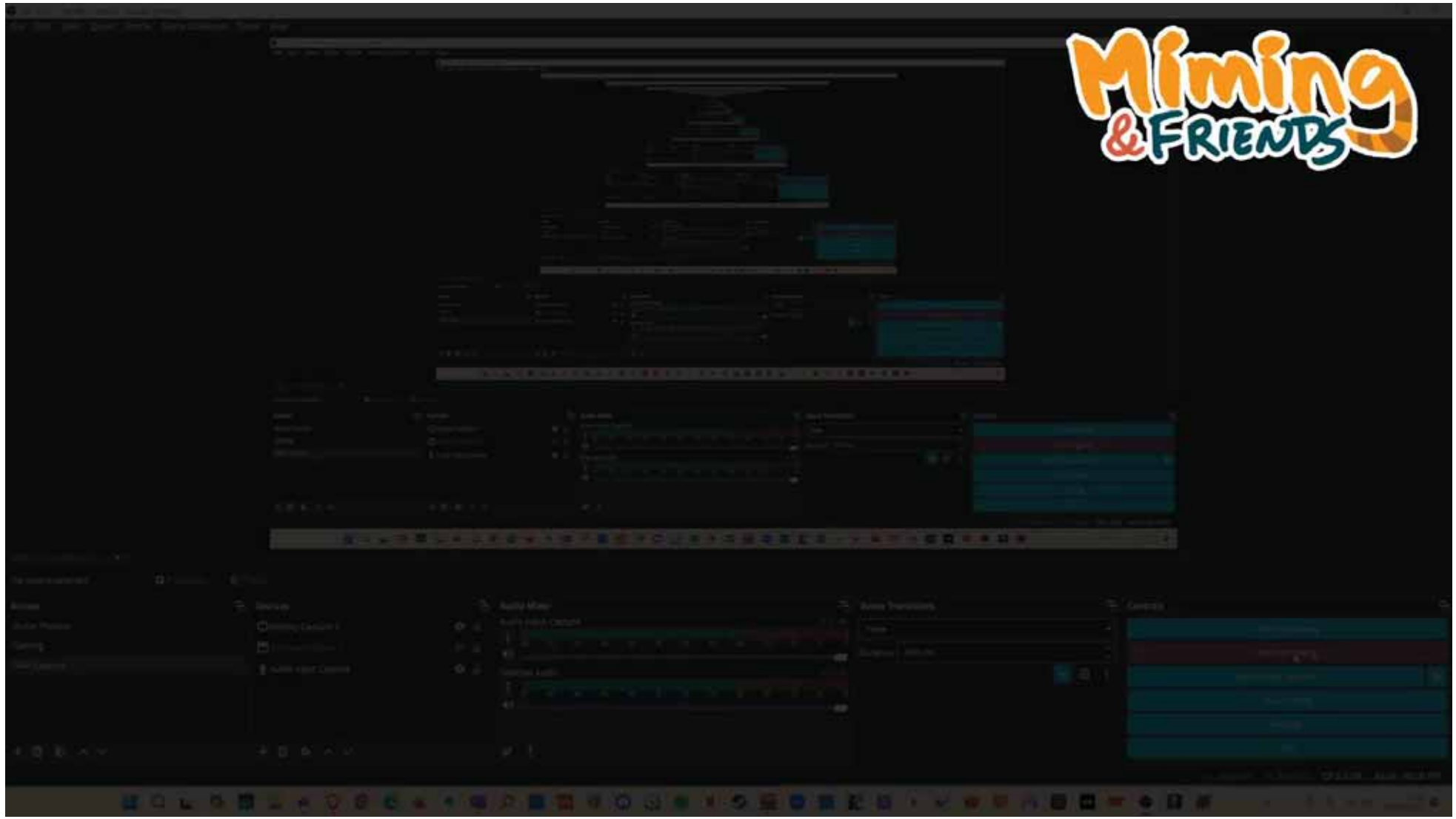
2025: CLIFFHANGER EPISODE



EPISODE 4 2025

GHREGORYO THE GREENHOUSE GAS MONSTER

SONG DEVELOPMENT



WHAT WILL HAPPEN NEXT? LIKE AND SUBSCRIBE!



THANK YOU!



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