

Beer in the Philippines

Market Direction | 2022-06-29 | 26 pages | Euromonitor

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Report description:

Beer suffered heavy losses in total volume terms in 2020 as the COVID-19 pandemic and resulting containment measures limited access to beer. Not only were on-trade outlets forced to close for a large part of the year but there was also a ban on the sale of alcoholic drinks for a significant portion of the year. Thanks to the resumption of economic activities in 2021 and the rollout of the country's vaccination programme, beer registered a return to growth in 2021.

Euromonitor International's Beer in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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