

Spirits in the Philippines

Market Direction | 2022-06-29 | 30 pages | Euromonitor

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Report description:

As was the case for all categories of alcoholic drinks, sales of spirits through the on-trade channel were hard hit by COVID-19 in 2020 as the lockdown resulted in the closure of bars, restaurants, and other foodservice outlets. The alcohol ban/restrictions in Manila further damaged sales providing consumers with fewer opportunities to buy spirits. However, while spirits experienced challenges during the pandemic, the category still recorded in total volume terms, largely thanks to the number o...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

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