

## **Alcoholic Drinks in the Philippines**

Market Direction | 2022-06-29 | 70 pages | Euromonitor

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### **Report description:**

Sales of alcoholic drinks were hit hard in 2020 by strict lockdown measures which included the closure of all non-essential stores and businesses and a total ban on consuming alcohol. This naturally had a strongly negative effect on alcoholic drinks players, with sales being eliminated during this time. Both domestic and international brands suffered, and despite beginning to recover after the ban was lifted in June 2020, subsequent sales were not enough to prevent alcoholic drinks and its major...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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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Euromonitor International  
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On-trade channel will gain back momentum

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