

## **Wine in the Philippines**

Market Direction | 2022-06-29 | 31 pages | Euromonitor

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### **Report description:**

During the review period, the Philippines saw its middle class expand with standards of living improving and consumers increasingly looking for new things to spend their money on. As wine is seen as a sophisticated accompaniment to special occasions, strong sales growth was being recorded in the category up until the outbreak of COVID-19. Furthermore, the improved awareness and education around wine has encouraged more people to drink wine at home. Still red wine and still white wine continued t...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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##### 2021 DEVELOPMENTS

Wine sees a return to growth in 2021 as restrictions ease

On-trade volume banks on the "social" aspect of wine

E-commerce continues to thrive

##### PROSPECTS AND OPPORTUNITIES

Easing of restrictions should benefit wine but economic uncertainty remains a potential threat

Sparkling wine expected to regain its fizz due to popularity with younger consumers

E-commerce set for further gains while local wine could gain a stronger presence

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