

## **Hot Drinks in the Philippines**

Market Direction | 2022-11-28 | 37 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Riding on the resumption of economic activity and rising consumer spending, hot drinks overall has been enjoying a year of robust growth in 2022, with foodservice volume growth moving faster than retail. The stabilisation in coffee is proving to be beneficial as retail volume increases across the category with the exception of instant standard coffee, despite inflationary pressures. Instant coffee mixes is seeing an increase in demand thanks to players' sustained efforts at ensuring an efficient...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in the Philippines  
Euromonitor International  
November 2022

List Of Contents And Tables

### HOT DRINKS IN THE PHILIPPINES

#### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

#### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 □ Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 14 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 15 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 17 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 21 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 23 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 24 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### COFFEE IN THE PHILIPPINES

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Coffee sees further growth in 2022, though instant standard coffee continues to suffer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Mayora Indah builds links with sari-sari store owners while e-commerce attracts greater attention

At-home trends persist, benefiting retail sales and pushing players to up their digital game

#### PROSPECTS AND OPPORTUNITIES

Coffee's progress to benefit from positive economic prospects

Coffee to see greater premiumisation and consumers to benefit from more innovative launches

Foodservice will recovery by 2025, with some players predicted to expand into e-commerce

#### CATEGORY DATA

Table 25 Retail Sales of Coffee by Category: Volume 2017-2022

Table 26 Retail Sales of Coffee by Category: Value 2017-2022

Table 27 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 28 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 29 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 30 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 31 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 33 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 34 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 35 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

#### TEA IN THE PHILIPPINES

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Tea sees slow growth in 2022, led by green tea as black tea continues its downward trend

Foodservice sees positive growth in 2022 as horeca establishments more fully reopen

Supermarkets continues to lead distribution in tea, while Lipton benefits from economic uncertainty

#### PROSPECTS AND OPPORTUNITIES

Retail channels to promote at-home tea consumption over the forecast period, and consumers to get more adventurous with tea varieties

Foodservice to see higher levels of premiumisation in tea

Health and wellness trends to remain key in terms of innovation and demand

#### CATEGORY DATA

Table 36 Retail Sales of Tea by Category: Volume 2017-2022

Table 37 Retail Sales of Tea by Category: Value 2017-2022

Table 38 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 39 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 41 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 42 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 43 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 45 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

#### OTHER HOT DRINKS IN THE PHILIPPINES

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Other hot drinks continues to rise in 2022, benefiting from persistent at-home trends

Dynamism seen in malt-based drinks as sports and fitness are back on the agenda in 2022

Mayora's Energen steals share from leading brand Milo

#### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Other hot drinks to see further positive growth over the forecast period  
Health trends to have greater impact on other hot drinks, with a focus on functionality  
E-commerce channel to rise further as consumers increasingly shift to app-based shopping

#### CATEGORY DATA

Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 47 Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 55 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

## Hot Drinks in the Philippines

Market Direction | 2022-11-28 | 37 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €1750.00 |
|                | Multiple User License (1 Site) | €3500.00 |
|                | Multiple User License (Global) | €5250.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-10"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com