

## **Soft Drinks in the Philippines**

Market Direction | 2022-11-28 | 89 pages | Euromonitor

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### **Report description:**

2022 is proving to be a positive year for soft drinks overall as increased consumer spending and progressively easing restrictions speed up recovery. Both on-trade and off-trade volume sales are rising at faster rates than in 2021. The growth in vaccination rates and the gradual return to the office are prompting consumers to spend more money on soft drinks from store-based outlets and foodservice establishments as they are out and about more often. For example, August 2022 saw a boost in visits...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft 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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### PROSPECTS AND OPPORTUNITIES

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Players persist in move to PET bottles as Pepsi boosts bottling capacity through new Batangas plant

##### PROSPECTS AND OPPORTUNITIES

Development to focus on functional benefits and low-sugar variants

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Product variety in terms of health benefits and exciting flavours will aid in stimulating further growth for powder concentrates  
Rising e-commerce sales will prompt greater player presence online, though store-based outlets will retain leadership; no signs of real recovery for liquid concentrates

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## 2022 DEVELOPMENTS

Economic activities boost RTD coffee demand as consumers' lifestyles get busier in 2022

Kopiko Lucky Day replaces Kopiko 78, to positive consumer response

Premiumisation trend gathers pace, benefitting modern retail outlets

## PROSPECTS AND OPPORTUNITIES

Sustained growth anticipated with full recovery set for 2024-2025

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