

## **Beer in the Philippines**

Market Direction | 2023-06-26 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

2022 saw marked growth for beer in the Philippines, in both volume and current value terms, reinforced by a range of factors which contributed to a robust increase in beer consumption across the category. Enhanced consumer mobility, coupled with heightened disposable income levels, served to negate the impact of inflationary pressures experienced throughout the year. This resulted in a net-positive effect on beer sales with significant growth being recorded.

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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:

Beer in the Philippines  
Euromonitor International  
June 2023

### List Of Contents And Tables

#### BEER IN THE PHILIPPINES

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Beer sees positive growth in 2022

San Miguel Brewery's consolidates its market dominance

Flourishing diversity found in beer products

##### PROSPECTS AND OPPORTUNITIES

On-trade spending to continue to rise

Expansion across a range of subcategories is anticipated

Premiumisation trend to persist as younger consumers seek out new experiences

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1      Lager by Price Band 2022

Table 1      Number of Breweries 2017-2022

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2017-2022

Table 3 Sales of Beer by Category: Total Value 2017-2022

Table 4 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 □Sales of Beer by Craft vs Standard 2017-2022

Table 11 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 14 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 15 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 16 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 17 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

#### ALCOHOLIC DRINKS IN THE PHILIPPINES

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

**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)

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 18 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

**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)

## Beer in the Philippines

Market Direction | 2023-06-26 | 29 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-08"/>
		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