

Alcoholic Drinks Packaging in the Philippines

Market Direction | 2023-09-08 | 8 pages | Euromonitor

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Report description:

Beer is the largest alcoholic drinks category in the Philippines, and saw an accelerated revival in 2022, helped by a strong recovery in sales through the foodservice channel. After the COVID-19 pandemic hit the Philippines, packaging unit volumes of alcoholic drinks overall suffered a significant decline. As restrictions were lifted, foodservice sales saw a sharper recovery as consumers looked to visit foodservice establishments once again. Glass bottles are the dominant pack type in both retail...

Euromonitor International's Alcoholic Drinks Packaging in Philippines report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong foodservice recovery boosts glass bottle sales in beer in 2022

Emperador launches limited-edition brandy to commemorate the election

Kegs record dynamic growth in 2022

PROSPECTS AND OPPORTUNITIES

The 330ml pack size will extend its dominance over the forecast period

The increasing popularity of spirits will boost glass bottle volume sales

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