

## **Cafes/Bars in the Philippines**

Market Direction | 2024-02-15 | 25 pages | Euromonitor

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### **Report description:**

During 2023, cafes/bars recorded solid growth in terms of both current value and volume of transactions. This was driven to a large extent by an increase in consumer mobility, with locals being keen to make up for the time lost during the pandemic. An increase in inbound tourist numbers also added impetus to the category, with the Singapore Tourism Board bringing SingaPob, a pub crawl featuring a lineup of Singapore bars, to the Poblacion district of Metro Manila.

Euromonitor International's Cafes/Bars in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Cafes/Bars 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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reliable information resources to help drive informed strategic planning.

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