

## **Hot Drinks Packaging in the Philippines**

Market Direction | 2024-04-22 | 9 pages | Euromonitor

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### **Report description:**

Instant coffee is the biggest category in the country's hot drinks industry as the Philippines has a long history of coffee production and it is the culturally preferred drink of the masses. Flexible aluminium/plastic is the cheapest option for the packaging of coffee, with nearly all coffee products, including instant coffee, almost exclusively packaged in it. Cost is a huge consideration for manufacturers when deciding on the pack type. Aside from instant coffee, other plant-based hot drinks a...

Euromonitor International's Hot 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: 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 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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### **Table of Contents:**

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HOT DRINKS PACKAGING IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible aluminium/plastic remains the dominant pack type

Premium products sales increase as consumers want cafe experience at home

Small pack sizes are preferred among consumers

PROSPECTS AND OPPORTUNITIES

Health consciousness and sustainability will remain key trends

Smart packaging will gain in popularity, but flexible aluminium/plastic will continue to dominate

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