

## **Other Hot Drinks in the Philippines**

Market Direction | 2024-11-13 | 21 pages | Euromonitor

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### **Report description:**

Volume sales of other hot drinks in the Philippines, particularly malt-based flavoured powder drinks, are set to decline in 2024, despite the increasing mobility of consumers. This is largely attributable to sustained competition from other breakfast staples. However, as Filipinos continue to prioritise convenience due to their increasingly hectic lifestyles, there is a growing demand for easy-to-consume, nutritious beverages. This trend has placed plant-based hot drinks in a more favourable position.

Euromonitor International's Other Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot 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 Other Hot 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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