

## **Philippines Coffee Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 103 pages | EMR Inc.

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### **Report description:**

The Philippines coffee market is projected to grow at a CAGR of 7.20% between 2025 and 2034.

#### Philippines Coffee Market Growth

Instant coffee has a unique position in the market, offering convenience and instant blends to consumers who want to drink coffee. They are easy to prepare and offer better shelf life, mostly suitable for those who travel a lot, Individuals with busy lifestyles and those who don't have brewing equipment. With continuous innovation in flavour profiles, this market will continue to flourish in future.

In September 2023, ZUS Coffee, a Malaysian coffee brand, made its international debut in the Philippines. This move was made due to the strategic acquisition of a 35% stake in ZUS Coffee by Choi Garden Restaurant Group to expand into new markets. ZUS Coffee's debut location was in Quezon City, Philippines, with plans to open six more outlets by year-end to further penetrate the market.

Whole bean coffee is positioned in the speciality coffee segment where consumers are willing to pay an extra premium for high-quality beans sourced from specific regions. They provide a good blend of freshness and flavour along with the flexibility to grind the bean to perfect size just before brewing. This category specifically targets consumers who prioritize the ritualistic aspect of coffee preparation and seek a more hands-on approach to making their perfect cup.

#### Philippines Coffee Industry Segmentation

Philippines Coffee Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Product Type

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- Whole-Bean
- Ground Coffee
- Instant Coffee
- Coffee Pods and Capsules

#### Market Breakup by End Use

- HoReCa
- Retail

#### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

#### Philippines Coffee Market Share

HoReCa establishments boosted coffee sales through high-volume service and premium blends, enhancing brand visibility and customer loyalty. Retail stores offered diverse coffee products for home use, educated consumers, and expanded market reach, increasing sales across new demographics.

#### Leading companies in the Philippines coffee market

Instant coffee contributes to the Philippines coffee market growth, propelled by shifts in consumer tastes, the surge in cafe culture heightened health consciousness, and governmental backing for the domestic coffee sector.

- Nestle S.A.
- Inspire Brands, Inc. (Dunkin)
- Starbucks Corporation
- The Figaro Coffee Group, Inc.
- Escolta Coffee Company, Inc.
- Tim Hortons, Inc.
- The Green Coffee
- Plain Sight
- Mostra Coffee

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- Kape
- WS and Landin, Inc.
- Others

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