



# RTD Tea in the Philippines

December 2025

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## RTD Tea in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Reduced sugar variants keep RTD tea on a strong growth path

#### INDUSTRY PERFORMANCE

Retail volume and value sales are rising for RTD tea in the Philippines

Reduced sugar variants drive growth in still RTD tea

#### WHAT'S NEXT?

Further growth forecast for RTD tea as players invest in production and promotions

Digital tools drive targeted campaigns, traditional in-person activations remain essential for building consumer trust and engagement

Health and wellness concerns will continue to influence consumer choices

#### COMPETITIVE LANDSCAPE

Universal Robina leads overall RTD tea, while Coca-Cola increases product variety

Nestea bolsters Nestlé's performance through marketing initiatives

#### CHANNELS

Supermarkets leads distribution thanks to broad array and favourable prices

E-commerce benefits from bulk-buying habits

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## Soft Drinks in the Philippines - Industry Overview

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Pricing discipline and digital engagement support soft drinks recovery

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Retail value sales rise amid stabilising prices

Affordability concerns prompt players to focus on cost to consumers

Health and wellness trends remain critical to development

#### WHAT'S NEXT?

Digital and technological advancements to support further growth and development

Increased competitive threat from foodservice

Sustainability concerns will continue to exert strong influence on innovation

## COMPETITIVE LANDSCAPE

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