



Euromonitor
International

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

EXECUTIVE SUMMARY

Pricing discipline and digital engagement support soft drinks recovery

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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

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