



Euromonitor
International

Soft Drinks in the Philippines

November 2024

Table of Contents

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
- Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

- Fountain sales in the Philippines
- Trends

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Popularity of bottled water expands beyond urban centres
- Functional bottle water gains traction amid health and wellness trends
- Philippine Spring Water Resources strengthens its market leadership

PROSPECTS AND OPPORTUNITIES

- Demand for clean, safe water will generate sustained growth
- Bottled water will win over consumer preferences in foodservice, despite availability of safe options
- Further innovation expected in sparkling and functional waters

CATEGORY DATA

- Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024
- Table 38 - Off-trade Sales of Bottled Water by Category: Value 2019-2024
- Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024
- Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024
- Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024
- Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024
- Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024
- Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024
- Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029
- Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029
- Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029
- Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

Carbonates in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Carbonates enjoy accelerated growth in 2024
- Increase in demand for reduced sugar carbonates
- Incumbent players invest in cross-industry product innovation

PROSPECTS AND OPPORTUNITIES

- Coca-Cola ramps up its investment, driving continued growth
- Continued focus on health and wellness
- Growing demand for convenient packaging, while roll-out of PET bottles is anticipated to accelerate

CATEGORY DATA

- Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 53 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 54 - Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

Concentrates in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Powder concentrates show some momentum, but lack of convenience remains a challenge

Mondelez Philippines launches Tang Fruit+ with Stevia in keeping with trend towards health-focused product innovation

Smaller players gain traction through direct selling and e-commerce

PROSPECTS AND OPPORTUNITIES

Powder concentrates will see renewed interest

Health and wellness trends will create growth opportunities for zero-sugar concentrates

Lack of innovation in liquid concentrates highlights opportunity for inclusion of value-added features

CATEGORY DATA

Concentrates conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 71 - Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Juice in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth for juice amid increase in snacking occasions

Health and wellness trend benefits key juice products

New product launches fuel growth the market

PROSPECTS AND OPPORTUNITIES

Juice set for further growth amid economic recovery, with focus on product expansion

Health and wellness trends to drive growth in 100% juice and coconut water

E-commerce will continue to grow

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2019-2024

Table 85 - Off-trade Sales of Juice by Category: Value 2019-2024

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

RTD Coffee in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee sees sustained growth

Nestlé steps up its marketing efforts

Premiumisation drives growth in imported RTD coffee

PROSPECTS AND OPPORTUNITIES

Further volume growth anticipated for RTD coffee, driven by premiumisation

Tie-ups with foodservice establishments could be a key growth strategy

E-commerce presence will become crucial

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 97 - Off-trade Sales of RTD Coffee: Value 2019-2024

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

RTD Tea in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea continues to see robust gains

Coca-Cola Beverages seeks focuses on increasing product variety

Foodservice generates strong demand

PROSPECTS AND OPPORTUNITIES

Further expansion for RTD tea

Reduced sugar RTD tea could benefit from health and wellness trend

Carbonated tea and kombucha may see noticeable shares

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Energy Drinks in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy drinks register continued growth as they emerge as viable alternatives to carbonates

Reduced sugar energy drinks gain traction, alongside expansion of convenience stores

Coca-Cola Beverages Philippines re-enters energy drinks

PROSPECTS AND OPPORTUNITIES

Energy drinks will see a positive trajectory

Demand for reduced sugar energy drinks may grow significantly

PET bottle format will continue to lead packaging

Shift to PET bottle packaging will drive growth

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 122 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

Sports Drinks in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

PepsiCo names Drink Water Rivera as Gatorade ambassador to promote hydration and wellness
New competitor SIP Plus enters the sports drinks market as Gatorade Zero leads shift towards healthier options
Consumers seek more than just hydration

PROSPECTS AND OPPORTUNITIES

Sports drinks market is poised for recovery, driven by health and wellness trends
Greater focus on functionality and added benefits
Reduced-sugar sports drinks have positive future

CATEGORY DATA

- Table 133 - Off-trade Sales of Sports Drinks: Volume 2019-2024
- Table 134 - Off-trade Sales of Sports Drinks: Value 2019-2024
- Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
- Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
- Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
- Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
- Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
- Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
- Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
- Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
- Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
- Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-the-philippines/report.