



# Bottled Water in the Philippines

December 2025

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## Bottled Water in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Still purified water anchors growth as functionality expands

#### INDUSTRY PERFORMANCE

Bottled water sees strong retail volume sales in 2025

Consumers prefer still purified bottled water, while functional water gains ground

#### WHAT'S NEXT?

Retail volume sales of bottled water set to rise throughout forecast period

Wellness trends to play a pivotal role in shaping marketing strategies

Foodservice will remain important channel for bottled water in the Philippines

#### COMPETITIVE LANDSCAPE

Philippine Spring Water Resources leads bottled water in the Philippines

Coca-Cola holds strong with Wilkins brand in premium segment

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### KEY DATA FINDINGS

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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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