



Euromonitor
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Bottled Water in the Philippines

December 2025

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Bottled Water in the Philippines - Category analysis

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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

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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

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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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