



Self-Service Cafeterias in the Philippines

March 2025

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Self-Service Cafeterias in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth for street stalls/kiosks in 2024 as competition intensifies
Milk tea remains a popular beverage in the Philippines but faces saturation
Franchising remains a key driver of category growth

PROSPECTS AND OPPORTUNITIES

Ongoing popularity of milk tea and grab-and-go coffee kiosk format will fuel further growth
Players will focus on building their digital presence to compete effectively
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