



# Tea in the Philippines

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## Tea in the Philippines - Category analysis

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#### 2025 DEVELOPMENTS

Tea thrives on wellness, digitalisation, and strategic promotions

#### INDUSTRY PERFORMANCE

Associated health benefits continue to drive demand for tea

Growth amidst inflation driven by promotions

#### WHAT'S NEXT?

Wellness, premiumisation, and matcha to drive future growth

Blending digital and experiential: The omnichannel approach to local tea marketing

Tea to face mounting competition from foodservice operators offering freshly prepared options

#### COMPETITIVE LANDSCAPE

Lipton Teas & Infusions retains convincing leadership of tea

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Supermarkets continues to dominate tea distribution in the Philippines

Exclusive online promotions drive e-commerce growth

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## Hot Drinks in the Philippines - Industry Overview

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A dynamic year for hot drinks: Instant coffee, malt-based hot drinks, and fresh ground coffee pods drive growth

Strategic pricing and value initiatives

Nespresso and Mayora help drive developments in fresh ground coffee

Digital innovation is shaping hot drinks marketing in the Philippines

#### WHAT'S NEXT?

Investment fuels optimistic outlook for hot drinks in the local market

Supply chain challenges and strategic pricing

Health trends to be persistent driver of development within hot drinks

## COMPETITIVE LANDSCAPE

Nestlé Philippines retains lead of consolidated competitive landscape

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