



# Other Hot Drinks in the Philippines

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## Other Hot Drinks in the Philippines - Category analysis

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#### 2025 DEVELOPMENTS

Other hot drinks: 2025 growth, drivers, and dynamics

#### INDUSTRY PERFORMANCE

Resilient demand for other hot drinks driven by malt-based options

Health trends drive strong growth for other plant-based hot drinks

#### WHAT'S NEXT?

Strategic partnerships and product development to fuel future growth

Campaigns will remain critical, particularly for brands targeting families and health-conscious consumers

Health trends set to remain a driver within other hot drinks

#### COMPETITIVE LANDSCAPE

Nestlé retains dominance of consolidated competitive landscape

Mayora Indah is a dynamic force in other hot drinks

#### CHANNELS

Supermarkets continues to dominate distribution of other hot drinks

Convenience drives online sales, albeit from low base

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### KEY DATA FINDINGS

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-the-philippines/report](http://www.euromonitor.com/other-hot-drinks-in-the-philippines/report).