



Euromonitor
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Hot Drinks in the Philippines

January 2026

Table of Contents

EXECUTIVE SUMMARY

Hot drinks in the Philippines: 2025 performance, key drivers, and future outlook

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Dominance of small local grocers driven by proximity and affordability

Convenience and online exclusives drive growth via e-commerce

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Coffee in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and dynamic growth amidst price adjustments

INDUSTRY PERFORMANCE

Premiumisation and strategic pricing drive coffee sales

Fresh ground coffee's dynamic growth led by premiumisation

WHAT'S NEXT?

Strong growth forecast amidst price pressures

Digital collaboration set to play increasingly significant role in shaping coffee marketing strategies

Local sourcing and farmer support to shape sustainable coffee's future

COMPETITIVE LANDSCAPE

Mayora Indah Tbk PT maintains leadership of consolidated competitive landscape

Regional authenticity fuels Merlo's growth in fresh coffee

CHANNELS

Small local grocers remains dominant distribution channel for coffee

On-the-go convenience fuels dynamic growth for forecourt retailers

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 31 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 32 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 33 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 36 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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[Tea in the Philippines](#)

KEY DATA FINDINGS

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
A focus on the increasingly popular green tea drives dynamic growth for Kawsek

CHANNELS

Supermarkets continues to dominate tea distribution in the Philippines
Exclusive online promotions drive e-commerce growth

CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2020-2025
Table 38 - Retail Sales of Tea by Category: Value 2020-2025
Table 39 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 40 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 41 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 42 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 43 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 44 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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[Other Hot Drinks in the Philippines](#)

KEY DATA FINDINGS

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

CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025
Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025
Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025
Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025
Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 52 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 56 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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