



Coffee in the Philippines

January 2026

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Coffee in the Philippines - Category analysis

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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

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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

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Mayora Indah Tbk PT maintains leadership of consolidated competitive landscape

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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

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