



Juice in the Philippines

December 2025

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Juice in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice drinks leads growth as health cues gain weight

INDUSTRY PERFORMANCE

Strong value and volume growth for juice in 2025

Juice drinks shows greatest dynamism

WHAT'S NEXT?

Retail volume sales set to rise for juice in the Philippines

Health and wellness trends will accelerate, having greater impact on innovation

Rising competition from fresh juice and smoothie chains operating through foodservice channels

COMPETITIVE LANDSCAPE

Del Monte maintains overall leadership

Coca-Cola beverages enjoys rapid rises in 2025

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Forecourt retailers benefits from convenience demand

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EXECUTIVE SUMMARY

Pricing discipline and digital engagement support soft drinks recovery

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value sales rise amid stabilising prices

Affordability concerns prompt players to focus on cost to consumers

Health and wellness trends remain critical to development

WHAT'S NEXT?

Digital and technological advancements to support further growth and development

Increased competitive threat from foodservice

Sustainability concerns will continue to exert strong influence on innovation

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