



Sports Drinks in the Philippines

December 2025

Table of Contents

[Sports Drinks in the Philippines - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation shifts to powders as sports drinks growth stays modest

INDUSTRY PERFORMANCE

Sports drinks sees continued volume growth in 2025

Regular sports drinks prove more popular than healthier variants

WHAT'S NEXT?

Sports drinks anticipated to see steady growth supported by prevailing health trends

Health and wellness focus will shape marketing strategies

Sustainability to remain key influence on production and brand positioning

COMPETITIVE LANDSCAPE

Pepsi-Cola Products maintains category leadership

Coca-Cola Beverages focuses on Powerade brand as SIP Plus aims to shake up the landscape

CHANNELS

Supermarkets as preferred distribution channel for sports drinks

E-commerce benefits from broad offer and home deliveries

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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[Soft Drinks in the Philippines - Industry Overview](#)

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

COMPETITIVE LANDSCAPE

Coca-Cola maintains overall leadership

Nestlé invests in integrated marketing strategy

CHANNELS

Small local grocers continues as key retail distribution channel

Foodservice remains key growth driver

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in the Philippines

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SOURCES

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