



Soft Drinks in the Philippines

December 2023

Table of Contents

Soft Drinks in the Philippines

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in the Philippines

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water sustains momentum, thanks to increasingly busy lifestyles

Concerns over tap water lead bottled water players to stress the quality of their products

Premiumisation drives growth in carbonated bottled water

PROSPECTS AND OPPORTUNITIES

Still bottled water has much potential for growth

Innovations expected in functional bottled water

Outlook seems promising for on-trade consumption

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates enjoy sustained growth in 2023

Health and wellness trend bolsters demand for reduced sugar alternatives

Innovation spurs growth in non-cola carbonates

PROSPECTS AND OPPORTUNITIES

Retail will be key driver of volume growth

Health and wellness concerns will remain relevant

Aboitiz Equity Ventures to acquire Coca-Cola Philippines

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 54 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

- Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
- Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
- Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Concentrates in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Powder concentrates continue on their downward path
- Health and wellness concerns shape new product development
- Liquid concentrates see further slump in demand

PROSPECTS AND OPPORTUNITIES

- Possible recovery for powder concentrates, as players tap into health and wellness trends
- Focus on more exotic flavours
- Nestlé and Mondelez will continue to court low-income consumers through widening availability within traditional retailers

CATEGORY DATA

Concentrates Conversions

- Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
- Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 71 - Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
- Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Modest growth for juice, despite greater mobility
- Juice manufacturers align their brands with health and wellness positioning
- Foodservice sales continue to expand

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated, with 100% juice leading the way
Concerns over sugar content will hamper demand for juice drinks
E-commerce will continue to grow

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2018-2023
Table 85 - Off-trade Sales of Juice by Category: Value 2018-2023
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Coffee in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee registers healthy growth, thanks to return of busy consumer lifestyles
Premiumisation trend gains momentum
Players step up investment in e-commerce

PROSPECTS AND OPPORTUNITIES

International players will continue to dominate
Product innovations will fuel growth
Coffee shop chains may enter the retail space

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 97 - Off-trade Sales of RTD Coffee: Value 2018-2023
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

RTD Tea in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sees healthy gains
Universal Robina Corp consolidates its lead

Health and wellness concerns benefit reduced sugar RTD tea

PROSPECTS AND OPPORTUNITIES

Further expansion for RTD tea

Reduced sugar still RTD tea will benefit from health and wellness trend

Premiumisation may grow in prominence

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks see healthy growth in 2023

Reduced sugar energy drinks appeal to health conscious consumers

Asia Brewery experiences intensified competition

PROSPECTS AND OPPORTUNITIES

Healthy growth lies ahead

Continuation of health and wellness trend will spur demand for reduced-sugar varieties

E-commerce will grow in significance

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 122 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Sports Drinks in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports drinks see minimal growth, despite revival of fitness activities

Reduced-sugar sports drinks remain a niche product, despite high level of marketing activity

Foodservice contributes to volume demand

PROSPECTS AND OPPORTUNITIES

Health and wellness trends will support further expansion

Intensified competition likely from functional bottled water

E-commerce has scope for further expansion

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 134 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-the-philippines/report.