

Cider/Perry in the Philippines

June 2024

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Cider/Perry in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry remains a niche category
Craft brewers experiment with new flavours
International brands dominate the competitive landscape

PROSPECTS AND OPPORTUNITIES

Growth opportunities lie ahead for cider/perry
Players have opportunity to harness untapped potential with new premium products, including those with flavours tailored to the Filipino market
Competition with RTDs will continue

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