

Wine in the Philippines

June 2024

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Wine in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sees continued growth,
Local wines see greater visibility
Bel Mondo Italia Corp continues to lead competitive landscape

PROSPECTS AND OPPORTUNITIES

Demand for still grape wine and sparkling wine will continue to grow
E-commerce will gain traction
Non-alcoholic wine will see growing interest

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Alcoholic Drinks in the Philippines - Industry Overview

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Competitive landscape
Retailing developments

On-trade vs off-trade split
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Legal purchasing age and legal drinking age
Drink driving
Advertising
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