



Fine Wines/Champagne and Spirits in the Philippines

October 2023

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Fine Wines/Champagne and Spirits in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits is the biggest category in retail value terms in 2023

Diageo Philippines Inc leads fine wines/champagne and spirits in 2022

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The performance is set to be boosted by an affordable indulgence perception

Fine wines is expected to see the highest retail value CAGR over the forecast period

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DISCLAIMER

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