



Spirits in the Philippines

June 2024

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Spirits in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits see robust growth
Local players maintain leadership
Young adults seek out innovative experiences

PROSPECTS AND OPPORTUNITIES

Economic revival will lead to opportunities for premiumisation
Cocktail culture will enjoy renewed interest
Soju will gain ground

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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