



Euromonitor
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Fine Wines/Champagne and Spirits in the Philippines

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Table of Contents

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fine wines/champagne and spirits benefit from rebound in the hospitality sector

Perception of wine as a “healthier” drink boosts demand

Conventions and events help to educate consumers about wine varieties and attract further interest

PROSPECTS AND OPPORTUNITIES

Ongoing consumer preference for imported fine wines over local options

Collaborations expected between fine wines/champagne and spirits and hospitality giants

Ongoing trend for celebratory events will continue to support sales

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Luxury Goods in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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