



Rtds in the Philippines

June 2024

Table of Contents

Rtds in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs see improved performance, thanks to brand-building strategies of key players

Gin-producer Ginebra San Miguel Inc enters the market

Wine-based RTDs suffer from lack of marketing investment

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs will see greater dynamism, especially in on-trade channels

Low-alcohol versions may see greater visibility, in line with sober-curious trend

E-commerce will grow in importance

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2018-2023

Table 2 - Sales of RTDs by Category: Total Value 2018-2023

Table 3 - Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 10 - NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 11 - LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 12 - Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 13 - Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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