



Street Stalls/Kiosks in the Philippines

February 2024

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Street Stalls/Kiosks in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery driven by return of foot traffic and expansion into channels
On-the-go coffee satisfies consumer need for affordability and convenience
Milk tea and frozen yoghurt are popular staples

PROSPECTS AND OPPORTUNITIES

Ongoing popularity of milk tea and grab-and-go coffee kiosk format will fuel further growth
Players will build their digital presence
Franchising will continue to propel the category

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