

Cider/Perry in the Philippines

June 2025

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Cider/Perry in the Philippines - Category analysis

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2024 DEVELOPMENTS

Cider expands from a small base in 2024 Craft cider is on the rise as imported brands stand out Supermarket channel benefits from urbanisation

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Alcoholic Drinks in the Philippines - Industry Overview

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MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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