

# **Cider/Perry in the Philippines**

June 2025

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# Cider/Perry in the Philippines - Category analysis

# **KEY DATA FINDINGS**

#### 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

#### PROSPECTS AND OPPORTUNITIES

Cider/perry faces rosy outlook Differentiation is imperative in cider/perry

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# Alcoholic Drinks in the Philippines - Industry Overview

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Alcoholic drinks in 2024: The big picture 2024 key trends Competitive landscape Retail developments On-trade vs off-trade split What next for alcoholic drinks?

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

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