



Beer in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Beer sustains moderate growth in 2024
- San Miguel Brewery maintains category leadership
- Sari-sari stores remain fundamental to nationwide beer distribution

PROSPECTS AND OPPORTUNITIES

- Beer category will enjoy sustained period of growth
- Premiumisation trend to support development of imported and domestic premier lagers
- Innovation through flavoured/mixed lager and non-alcoholic beer

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- On-trade vs off-trade split
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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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