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Wine in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine generates robust sales in 2024
- Bel Mondo Italia Corp continues to lead competitive landscape
- Off-trade channel is significant in wine

PROSPECTS AND OPPORTUNITIES

- Strong growth outlook for the wine category
- Still light grape wine to remain preferred choice
- Non-alcoholic wine likely to gain traction

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EXECUTIVE SUMMARY

- 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?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

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

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