

# Carbonates in the Philippines

November 2024

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#### 2024 DEVELOPMENTS

Carbonates enjoy accelerated growth in 2024

Increase in demand for reduced sugar carbonates

Incumbent players invest in cross-industry product innovation

#### PROSPECTS AND OPPORTUNITIES

Coca-Cola ramps up its investment, driving continued growth

Continued focus on health and wellness

Growing demand for convenient packaging, while roll-out of PET bottles is anticipated to accelerate

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