



Euromonitor
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Concentrates in the Philippines

November 2024

Table of Contents

Concentrates in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Powder concentrates show some momentum, but lack of convenience remains a challenge

Mondelez Philippines launches Tang Fruit+ with Stevia in keeping with trend towards health-focused product innovation

Smaller players gain traction through direct selling and e-commerce

PROSPECTS AND OPPORTUNITIES

Powder concentrates will see renewed interest

Health and wellness trends will create growth opportunities for zero-sugar concentrates

Lack of innovation in liquid concentrates highlights opportunity for inclusion of value-added features

CATEGORY DATA

Concentrates conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 3 - Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Soft Drinks in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in the Philippines

Trends

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SOURCES

Summary 2 - Research Sources

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