



**Euromonitor  
International**

# Coffee in the Philippines

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Coffee registers sustained growth, with premiumisation trend gaining momentum  
Nestlé Philippines capitalises on health and wellness trend with launch of Nescafe Sugar Free  
Foodservice drives growth in fresh coffee beans

PROSPECTS AND OPPORTUNITIES

Growing demand for premium products  
Consumers will continue to gravitate towards value-for-money coffee mixes  
Expansion of foodservice channel will drive growth

CATEGORY DATA

- Table 1 - Retail Sales of Coffee by Category: Volume 2019-2024
- Table 2 - Retail Sales of Coffee by Category: Value 2019-2024
- Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Coffee by Category: % Value Growth 2019-2024
- Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024
- Table 6 - NBO Company Shares of Coffee: % Retail Value 2020-2024
- Table 7 - LBN Brand Shares of Coffee: % Retail Value 2021-2024
- Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2024-2029
- Table 9 - Forecast Retail Sales of Coffee by Category: Value 2024-2029
- Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

Hot Drinks in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

MARKET DATA

- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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