

Energy Drinks in the Philippines

November 2024

Table of Contents

Energy Drinks in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy drinks register continued growth as they emerge as viable alternatives to carbonates Reduced sugar energy drinks gain traction, alongside expansion of convenience stores Coca-Cola Beverages Philippines re-enters energy drinks

PROSPECTS AND OPPORTUNITIES

Energy drinks will see a positive trajectory

Demand for reduced sugar energy drinks may grow significantly
PET bottle format will continue to lead packaging

Shift to PET bottle packaging will drive growth

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 2 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 12 - Forecast Off-trade Sales of Energy Drinks: % 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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
- Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 48 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 1 - Research Sources

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