



# Rtds in the Philippines

June 2024

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## Rtds in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs see improved performance, thanks to brand-building strategies of key players

Gin-producer Ginebra San Miguel Inc enters the market

Wine-based RTDs suffer from lack of marketing investment

#### PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs will see greater dynamism, especially in on-trade channels

Low-alcohol versions may see greater visibility, in line with sober-curious trend

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