

# Cafés/Bars in the Philippines

February 2024

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## Cafés/Bars in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increase in consumer mobility sustains growth

New brands and players enter the market

Affordable coffee is on the rise, driven by grab-and-go start-ups

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Players will explore new formats

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Convenience stores could pose a threat to coffee shops

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