



Beer in the Philippines

June 2024

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Beer in the Philippines - Category analysis

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2023 DEVELOPMENTS

Improving economic conditions and revival of on-trade spending drive beer sales

Premiumisation trend adds value to the market

Flavoured and low- alcohol variants gain traction

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Beer is set for further expansion, thanks to improving domestic economy

Sober-curious trend will have impact on new product development

E-commerce will make greater contribution to sales

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