



Wine in the Philippines

June 2024

Table of Contents

Wine in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sees continued growth,
Local wines see greater visibility
Bel Mondo Italia Corp continues to lead competitive landscape

PROSPECTS AND OPPORTUNITIES

Demand for still grape wine and sparkling wine will continue to grow
E-commerce will gain traction
Non-alcoholic wine will see growing interest

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023
Table 2 - Sales of Wine by Category: Total Value 2018-2023
Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023
Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023
Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023
Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028
Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 1 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 - Research Sources

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