

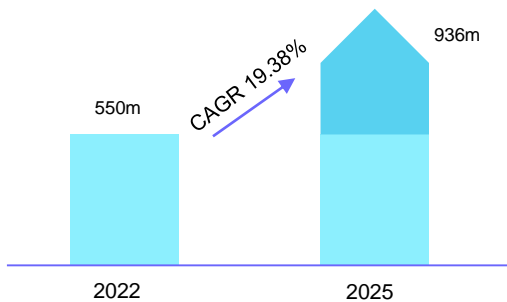


MARKET TRENDS IN PHILIPPINES:  
BEVERAGES



KEY TRENDS

## Philippines Beverages Market (US\$)



### + IN-SCOPE

- Alcoholic drinks (e.g., beer, wine, spirits)
- Hot drinks (tea, coffee, cocoa)
- Non-alcoholic drinks (e.g., soft drinks, juices, mineral water)

- ▶ The number of users are expected to amount to 14.2m users by 2025.
- ▶ User penetration will be 9.3% in 2022 and is expected to hit 12.1% by 2025.
- ▶ The average revenue per user (ARPU) is expected to amount to US\$52.47.



## PROSPECTS AND OPPORTUNITIES



**BETTER-FOR-YOU BEVERAGES**



**FRUIT, HERBAL & GREEN TEA**



**PREMIUM BEER**



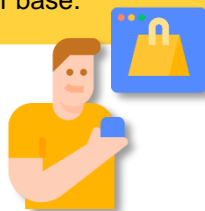
**100% JUICE / JUICE WITH IMMUNE  
BOOSTING INGREDIENTS**

# BETTER-FOR-YOU BEVERAGES



Coca Cola and Pepsi-Cola, which account for nearly all sales of BFY beverages, are expected to increase their marketing and distribution support, while there could also be new product development as they look to target an increasingly health-conscious consumer base.

Consumers are increasingly looking to improve their health and wellbeing through reducing their sugar intake and thus reducing their chances of developing illnesses like diabetes.



Producers of BFY beverages are expected to home in on this and will likely focus their marketing communications on the benefits of reducing the sugar intake.

There is also an opportunity to expand functionalities of products and/or explore low sugar options within the sport drink category.



## Rite N Lite Soda Drink

- Contains no sugar, no carbs and no calories, making each gulp a guilt-free indulgence!
- Product of Philippines.

**Ingredients for Cucumber Flavour:** Carbonated Water, **Food Acid (Citric Acid)**, Natural Identical Flavour, Sweeteners (Acesulfame K, Sucralose), Preservative (Sodium Benzoate), Sodium Citrate.

# BETTER-FOR-YOU BEVERAGES



## Gatorade G-Active Berry

- G-Active puts back in what sweat takes out with Electrolytes, B Vitamins and No Sugar to help replace what you lose when you exercise.
- Product of Philippines.

**Ingredients:** Water, **Citric Acid**, **Sodium Citrate**, Sodium Chloride, Natural Flavour, **Monopotassium Phosphate**, **Calcium Pantothenate**, Sucralose, **Niacinamide**, Acesulfame Potassium, **Pyridoine Hydrochloride (Vitamin B6)**.

# FRUIT, HERBAL & GREEN TEA



Health and wellness have become a much important consideration since the onset of the COVID-19 pandemic with consumers keen to boost their immunity.

Consumers will likely remain mindful of the importance of health and wellness with this having a big influence on the products they purchase.



This has helped support the recovery of naturally healthy hot drinks.



Brands such as Gold Leaf, Lipton and Twinings promote the health benefits of their green tea and fruit/herbal tea ranges which are naturally full of antioxidants, with the addition of other ingredients provide benefits such as relaxation and immunity support.



## Twinings Green Tea & Forest Fruits

- The rich flavour of raspberry, blackberry and cherry fused with the delicate taste of green tea.
- Product of Poland.

**Ingredients:** Green Tea, Nature-Identical Flavouring (Raspberry & Blackberry) (10%), Natural Flavourings (Cherry & Cranberry) (6%), Raspberry Granules (1%), Blackberry Granules (1%), Cherry Granules (1%).

# FRUIT, HERBAL & GREEN TEA



Varieties: Green Tea, Tulsi Green Tea, Ginger Green Tea, Lemon Green Tea

## Alo Frut Green Tea Combo Pack

- **Stress Reliever:** Alo Frut Green Tea helps you wade off your stress. Alofrut Green Tea Plant contains a range of healthy compounds that makes it a nice beverage.
- **Skin Care:** Alo Frut Green Tea's anti-inflammatory properties can help reduce skin irritation, skin redness, and swelling. Due to its anti-inflammatory properties, studies have also found topical green tea to be an effective solution for many skin problems.
- **Immunity Booster:** Green Tea contains natural antioxidants that maintains overall body health.
- **Power Pack Tea:** Tea is rich in polyphenols, which are natural compounds that have health benefits such as reducing inflammation.
- **Works as a fat reducer:** It is the first choice of many weight loss watchers. Its flavour and sugar-free element gives it a unique feature.
- **Product of India.**

# PREMIUM BEER



More expensive products such as craft beer, dark beer and premium lager have a much stronger reliance on on-trade sales and are more likely to be consumed at social gatherings rather than on an everyday basis.

- Premium products were the hardest hit by the COVID-19 restrictions in 2020.

As the economic situation stabilizes, it could provide new opportunities for premium brands as the consumers are more willing to spend to attain a more unique taste or experience.



The country has a young population and, as such, is in a stronger position than some other regional markets.



## San Miguel Premium All Malt

- The full flavour of malt, the aroma of hops, and San Miguel's golden brew satisfy every discriminating palate to complement one's unending zest for life.
- Product of Philippines.

**Ingredients:** Water, Malt, Hops.





# PREMIUM BEER



## Sapporo Premium Beer

- Taste the flavours of Japan in a different perspective through Sapporo Premium Beer. Brewed fresh to make sure that it will meet the highest standards of taste and experience of its consumers. The discipline and culture of Japan reflects the smooth yet straight to the point taste of this booze.
- Product of Japan.

**Ingredients:** Malt, Hops, Rice

# 100% JUICE / JUICE WITH IMMUNE BOOSTING INGREDIENTS

In line with the easing of COVID-19 measures and return to full operation of consumer foodservice establishments, it can be expected that on-trade sales of juice will continue to grow over the forecast period.

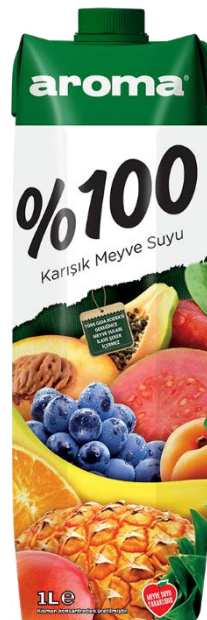


**100% juice** to be vital in supporting on-trade recovery

Health prioritisation of consumers is expected to continue as the country recovers from the pandemic.



Following the stance of category players in increasing functionalities such as vitamin C and other immunity boosting ingredients, new players are likely to see an increase in shares if they offer benefits that would improve the health of their consumers.



## Aroma 100% Mixed Fruit Juice

- No sugar and acid added.
- Product of Turkey.

**Ingredients:** Fruit Pulp and Fruit Juice Concentrates (Peach Pulp, Apricot Pulp, Apple Juice Concentrate, Mango Puree, Grape Juice Concentrate, Banana Puree, Guava Puree, Pineapple Juice Concentrate, Orange Juice Concentrate, Pawpaw Juice Concentrate).

# 100% JUICE / JUICE WITH IMMUNE BOOSTING INGREDIENTS



## Del Monte 100% Pineapple Juice With Vitamin A-C-E

- Build your immunity everyday with Del Monte 100% Pineapple Juice. Every sip is loaded with nature's phytochemicals plus Vitamins A, C and E. Start drinking to better health with Del Monte 100% Pineapple Juice with ACE today!
- Product of Philippines.

**Ingredients:** Pineapple Juice, [Ascorbic Acid \(Vitamin C\)](#), [Vitamin A](#), [Vitamin E](#).

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