

# Hot Drinks Packaging in the Philippines

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible aluminium/plastic remains the dominant pack type

Premium products sales increase as consumers want café experience at home

Small pack sizes are preferred among consumers

#### PROSPECTS AND OPPORTUNITIES

Health consciousness and sustainability will remain key trends

Smart packaging will gain in popularity, but flexible aluminium/plastic will continue to dominate

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