

# Cider/Perry in the Philippines

June 2023

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# Cider/Perry in the Philippines - Category analysis

# **KEY DATA FINDINGS**

# 2022 DEVELOPMENTS

Gradual growth seen in cider/perry in 2022 International brands dominate the competitive landscape E-commerce distribution channel plays key role in boosting visibility

# PROSPECTS AND OPPORTUNITIES

Economic revival anticipated to fuel category expansion On-trade volume sales will continue to strengthen Cider/perry to enjoy greater product variety

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# Alcoholic Drinks in the Philippines - Industry Overview

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