

# Concentrates in the Philippines

December 2023

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# Concentrates in the Philippines - Category analysis

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#### 2023 DEVELOPMENTS

Powder concentrates continue on their downward path

Health and wellness concerns shape new product development

Liquid concentrates see further slump in demand

## PROSPECTS AND OPPORTUNITIES

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Focus on more exotic flavours

Nestlé and Mondelez will continue to court low-income consumers through widening availability within traditional retailers

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