

# Fine Wines/Champagne and Spirits in the Philippines

October 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits is the biggest category in retail value terms in 2023

Diageo Philippines Inc leads fine wines/champagne and spirits in 2022

#### PROSPECTS AND OPPORTUNITIES

The performance is set to be boosted by an affordable indulgence perception

Fine wines is expected to see the highest retail value CAGR over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 4 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 5 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

## Luxury Goods in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2022

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2022

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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