Coffee in the Philippines - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Coffee sees further growth in 2022, though instant standard coffee continues to suffer
Mayora Indah builds links with sari-sari store owners while e-commerce attracts greater attention
At-home trends persist, benefiting retail sales and pushing players to up their digital game

PROSPECTS AND OPPORTUNITIES

Coffee’s progress to benefit from positive economic prospects
Coffee to see greater premiumisation and consumers to benefit from more innovative launches
Foodservice will recovery by 2025, with some players predicted to expand into e-commerce

CATEGORY DATA

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Hot Drinks in 2022: The big picture

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Summary 1 - Research Sources

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