Euromonitor International

Coffee in the Philippines

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Value-led strategies sustain growth in coffee despite inflationary pressures
Twin pack formats boost instant coffee mixes as convenience rises
Ingredient-led marketing sharpens competitive differentiation in coffee
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Instant coffee mixes leverage convenience to sustain dominance
Fresh ground coffee accelerates as premiumisation meets digital expansion
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mayora Indah strengthens lead as Nestlé loses share
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers dominate coffee retail
Retail e-commerce gains traction from a small base
Chart 1 Retail Channels 2021-2026

PRODUCTS

Nescafé boosts volume with multipack and bundle strategy
Kopiko sharpens ingredient-led marketing to defend share

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/coffee-in-the-philippines/report.