



Euromonitor
International

Energy Drinks in the Philippines

December 2025

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Energy Drinks in the Philippines - Category analysis

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2025 DEVELOPMENTS

Value-led leaders hold ground as reduced sugar grows

INDUSTRY PERFORMANCE

Energy drinks registers stable growth driven by demand for quick energy boosts amid busy lifestyles

Consumers shift towards reduced sugar options

WHAT'S NEXT?

Retail volume sales set to rise steadily during forecast period

Digital innovation will increasingly marketing strategies

Health and wellness trends will remain key to innovation

COMPETITIVE LANDSCAPE

Asia Brewery continues to lead in 2025

Monster Beverage sees fastest growth

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Retail value sales rise amid stabilising prices

Affordability concerns prompt players to focus on cost to consumers

Health and wellness trends remain critical to development

WHAT'S NEXT?

Digital and technological advancements to support further growth and development

Increased competitive threat from foodservice

Sustainability concerns will continue to exert strong influence on innovation

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