

# **Rtds in the Philippines**

June 2023

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# Rtds in the Philippines - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

As current value sales rise, volume sales continue to fall in 2022 Universal Robina Corp makes its Debut in the RTD space Rising wine awareness may be dampening appeal of wine-based RTDs

# PROSPECTS AND OPPORTUNITIES

On-trade boost set to drive demand Health and wellness trends will influence product Diversity E-commerce poised to bolster sales

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Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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