

Coffee in the Philippines

November 2022

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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

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DISCLAIMER

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