

Fortified/Functional Beverages in the Philippines

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Abstracts

Retail volume sales of fortified/functional (FF) beverages declined for the third year in a row during 2020. Demand for FF soft drinks was particularly weak. Meanwhile, retail current value sales of FF beverages fell for the first time in six years, with a significant decline in unit price contributing to this. Retail volume sales of FF soft drinks were particularly weak, with a reduction in on-the-go consumption and impulse purchasing, with declining consumer confidence due to the pandemic play...

Euromonitor International's Fortified/Functional Beverages in Philippines report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2020 IMPACT

COVID-19 undermines demand for FF soft drinks by reducing on-the-go consumption and discretionary purchasing

Smaller pack size helps Coca-Cola Bottlers Philippines consolidate its leadership of FF beverages

Social media grow in importance as a marketing channel during lockdown

RECOVERY AND OPPORTUNITIES

As pandemic threat fades, increase in on-the-go consumption and impulse purchasing will see retail current value sales of FF beverages return to growth

Lack of affordability will continue to undermine demand for FF juice drinks (up to 24% juice)

E-commerce is likely to emerge as a distribution channel

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GLOBAL INDUSTRY ENVIRONMENT

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