

# Naturally Healthy Beverages in the Philippines

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## Abstracts

Naturally healthy (NH) beverages account for only a very small proportion of total retail volume sales of health and wellness beverages in the Philippines, as the high prices of many NH beverages renders them unaffordable to most local consumers. Retail volume sales of NH beverages plunged during 2020. This was due to soaring prices for NH other hot drinks, which not only curbed demand but also led to a significant curtailment in distribution.

Euromonitor International's Naturally Healthy 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:** NH Hot Drinks, NH 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 Naturally Healthy 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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With no more than a modest increase in unit price, demand for NH soft drinks proves more robust

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Increased consumer interest in preventative health will help to drive recovery in retail volume sales

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