



Euromonitor  
International

# Cafés/Bars in the Philippines

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## Cafés/Bars in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Faster growth in transactions and value sales in 2025

#### INDUSTRY PERFORMANCE

Growth is driven by the expanding coffee culture

Strongest growth comes from specialist coffee shops

Value for money remains a key sales driver in cafés/bars

#### WHAT'S NEXT?

Positive outlook for cafés/bars in the forecast period

Fulfillment to remain eat-in based, but convenience stores may pose a challenge

Rapid expansion of value-driven coffee chains

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Improving local conditions spur consumer foodservice value sales

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#### INDUSTRY PERFORMANCE

Easing inflation and mobility normalisation support consumer foodservice growth in 2025

Fulfillment continues to shape how consumers access foodservice

Outlet refreshes and network expansion improve the consumer experience

#### WHAT'S NEXT?

Positive performance expected for consumer foodservice as key trends continue over the forecast period

Innovation to focus on digital ecosystems and operational efficiency

Sustainability to gain weight in major chains

## COMPETITIVE LANDSCAPE

Jollibee invests to consolidate its leadership in 2025

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