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Spirits in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rebound in domestic demand spurs growth in spirits
Ginebra San Miguel leads the spirits category
Small local grocers champion the distribution of spirits

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Spirits faces bright outlook amid economic recovery
Premiumisation trend has scope for growth
Rising demand for non- and low-alcohol spirits

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Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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