



Euromonitor
International

Tea in the Philippines

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Tea in the Philippines - Category analysis

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2025 DEVELOPMENTS

Tea thrives on wellness, digitalisation, and strategic promotions

INDUSTRY PERFORMANCE

Associated health benefits continue to drive demand for tea

Growth amidst inflation driven by promotions

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Wellness, premiumisation, and matcha to drive future growth

Blending digital and experiential: The omnichannel approach to local tea marketing

Tea to face mounting competition from foodservice operators offering freshly prepared options

COMPETITIVE LANDSCAPE

Lipton Teas & Infusions retains convincing leadership of tea

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Strategic pricing and value initiatives

Nespresso and Mayora help drive developments in fresh ground coffee

Digital innovation is shaping hot drinks marketing in the Philippines

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Health trends to be persistent driver of development within hot drinks

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