



Euromonitor  
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# Sports Drinks in the Philippines

December 2025

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## Sports Drinks in the Philippines - Category analysis

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#### 2025 DEVELOPMENTS

Innovation shifts to powders as sports drinks growth stays modest

#### INDUSTRY PERFORMANCE

Sports drinks sees continued volume growth in 2025

Regular sports drinks prove more popular than healthier variants

#### WHAT'S NEXT?

Sports drinks anticipated to see steady growth supported by prevailing health trends

Health and wellness focus will shape marketing strategies

Sustainability to remain key influence on production and brand positioning

#### COMPETITIVE LANDSCAPE

Pepsi-Cola Products maintains category leadership

Coca-Cola Beverages focuses on Powerade brand as SIP Plus aims to shake up the landscape

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Retail value sales rise amid stabilising prices

Affordability concerns prompt players to focus on cost to consumers

Health and wellness trends remain critical to development

#### WHAT'S NEXT?

Digital and technological advancements to support further growth and development

Increased competitive threat from foodservice

Sustainability concerns will continue to exert strong influence on innovation

## COMPETITIVE LANDSCAPE

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