



**Euromonitor
International**

Coffee in the Philippines

January 2026

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Coffee in the Philippines - Category analysis

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Premiumisation and dynamic growth amidst price adjustments

INDUSTRY PERFORMANCE

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Fresh ground coffee's dynamic growth led by premiumisation

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Hot Drinks in the Philippines - Industry Overview

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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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