

Wine in Belgium

Market Direction | 2022-07-07 | 37 pages | Euromonitor

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Report description:

After four years of declining consumption, wine saw a rebound in volume sales in 2021 as horeca channels reopened following the end of COVID-19 restrictions. Total volumes surpassed pre-pandemic levels in 2021 as both the on-trade and off-trade witnessed volume growth. The off-trade continued to benefit from the pandemic in 2021, as it did in 2020, as Belgians stayed at home and treated themselves to a glass of wine with dinner. By contrast, going out was more difficult so home parties became mo...

Euromonitor International's Wine in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Niche and novelty wines capture consumer interest

New formats for more convenience

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Wine promotion will continue to support off-trade volume sales

Premium wines such as organic and no-alcohol wines will shape innovation on the landscape

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