

Bottled Water in Belgium

Market Direction | 2022-11-16 | 30 pages | Euromonitor

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Report description:

Sales in bottled water are stabilising in 2022, with volume sales supported by the relatively long and hot summer in Belgium. Within this, on-the-go consumption is driving growth. Indeed, as out-of-home leisure and professional activities are fully back in 2022, the consumption of bottled water on-the-go has increased fast compared to the previous year (especially during the summer). On the contrary, bottled water consumption at home is decreasing in 2022, as more price-sensitive consumers switc...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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Euromonitor International
November 2022

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BOTTLED WATER IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

A long and hot summer supports sales of on-the-go bottled water, while still fares better than carbonated due to rise of soda machines

The fight against plastic continues to throw challenges at bottled water - and players find ways to be more sustainable
Functional bottled water wins over flavoured bottled water

PROSPECTS AND OPPORTUNITIES

Bottled water penetration will continue to decrease over the forecast period

Functional bottled water set grow in demand, with a number of new launches expected

More large formats and sustainable packaging expected in the face of ongoing plastic bashing

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