

Sports Drinks in Belgium

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Report description:

Positive sales in sports drinks are being supported by the complete reopening of sporting facilities and gymnasiums following the lockdowns, closures, and restrictions of the pandemic. As such, these are rebound sales as opposed to an uptick in the category overall. Trends seen in sports drinks are similar to those seen in functional drinks and, in fact, consumers in Belgium perceive sports drinks as an alternative to functional drinks, which is not a well-developed category in the country, with...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Sports Drinks 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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Table of Contents:

Sports Drinks in Belgium
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List Of Contents And Tables

SPORTS DRINKS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Complete reopening of sporting facilities and gymnasiums supports sales, but unhealthy image remains a challenge for sports drinks

Sluggish category overall, with Coca-Cola's Aquarius being the main brand

Rising competition from functional drinks and energy drinks

PROSPECTS AND OPPORTUNITIES

Stable and sluggish forecast for the category ahead

Potential development opportunities lie in reduced sugar options and healthier variants

Aquarius in danger of losing shares to private label, due to complacency in its top place

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

SOFT DRINKS IN BELGIUM

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

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Table 20	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Belgium

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SOURCES

Summary 1 Research Sources

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