

Beer in Belgium

Market Direction | 2023-06-27 | 31 pages | Euromonitor

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Report description:

Following the outbreak of COVID-19 and the closure of pubs and bars, the complete re-opening of the Horeca channel led to growth in the on-trade for 2022. In addition, the return of international travel acted as a further boost for sales, while the good weather in summer drove up beer sales in on-trade channels, with lager being a top performer, regaining the importance it lost during the pandemic. In addition, due to inflation, many consumers selected lager in preference of more expensive speci...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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