

Energy Drinks in Belgium

Market Direction | 2023-11-30 | 27 pages | Euromonitor

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Report description:

Off-trade volume sales of energy drinks continue to experience rapid growth in 2023, propelled by consumers seeking beverages to enhance their performance. The penetration of energy drinks in Belgian households has significantly increased in recent years and still exhibits potential for further expansion. What once started as taurine-based drinks has now evolved into energy drinks with diverse attributes. The category has undergone significant transformation, expanding beyond taurine-driven form...

Euromonitor International's Energy 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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