

Soft Drinks in Belgium

Market Direction | 2023-11-30 | 84 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2023, off-trade volume sales of soft drinks in Belgium experienced a decline. This decrease can be attributed primarily to two significant factors: unfavourable weather conditions and cross-border trade dynamics. The relatively cold and wet weather in 2023 did not favour soft drink sales, particularly affecting on-the-go variants. Despite this, on-the-go consumption continued to drive value for the product area, albeit at a slower pace due to its tendency to substitute home consumption. Addit...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

Table of Contents:

Soft Drinks in Belgium
Euromonitor International
December 2023

List Of Contents And Tables

SOFT DRINKS IN BELGIUM

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

APPENDIX

Fountain sales in Belgium

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining carbonates market in Belgium

Limited innovation in 2023

Embracing sustainable packaging

PROSPECTS AND OPPORTUNITIES

Sustained decline in carbonates

Divergence between carbonates for adults and children

Functional drinks in carbonates

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 42 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 52 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued decline in juice in 2023

Resilience of functional juices

Expansion of private label

PROSPECTS AND OPPORTUNITIES

Continued decline projected

Shift towards reduced sugar juice drinks

Continued relevance of functional fruit juice

CATEGORY DATA

- Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 54 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unfavourable weather conditions and cross-border trade negatively affect domestic demand for bottled water in 2023

Pressure from plastic reduction initiatives

Rise of functional water, pressure on flavoured water

PROSPECTS AND OPPORTUNITIES

Foreseen stability in bottled water consumption

Continued advancements in functional bottled water

Emphasis on enhanced sustainable packaging

CATEGORY DATA

- Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Upward trend fuelled by functional beverages

Aquarius brings renewal in sports drinks

Emergence of competing functional drinks

PROSPECTS AND OPPORTUNITIES

Foreseen stability in sports drinks

Potential areas for development

Emphasis on healthier sports drinks

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028
ENERGY DRINKS IN BELGIUM
KEY DATA FINDINGS
2023 DEVELOPMENTS
Robust double-digit growth in energy drinks
Crucial role of flavour innovation
Rise of healthier and functional energy drinks
PROSPECTS AND OPPORTUNITIES
Anticipated growth in penetration
Healthier and functional options to elevate energy drinks
Expansion of new distribution channels
CATEGORY DATA
Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028
CONCENTRATES IN BELGIUM
KEY DATA FINDINGS
2023 DEVELOPMENTS
Decline of concentrates in response to health trend
Rise in popularity of home carbonizer solutions
Concentrates benefit from anti-plastic sentiment
PROSPECTS AND OPPORTUNITIES
Growth potential for concentrates in the forecast period
Rise in popularity of soda machines and sustainable alternatives
Functional liquid concentrates as a growth catalyst
CATEGORY DATA
Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 126 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 127 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 128 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 129 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 130 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 131 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 132 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 133 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 136 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 137 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 138 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 139 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 140 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures negatively affect demand for RTD tea

RTD tea's transition towards healthier options and new distribution channels

Lipton and Fuze tea: Former leaders facing challenges

PROSPECTS AND OPPORTUNITIES

Shift towards quality

Expansion of natural and functional RTD tea

Challenges facing kombucha

CATEGORY DATA

Table 101 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 102 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 103 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 104 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 105 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 106 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 107 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 108 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 109 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 110 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 111 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 112 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 113 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consistent growth and functionality

Focus on packaging innovation

Private label dominates

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued growth drivers

Impact of foodservice on retail growth

Transition from plastic cups

CATEGORY DATA

Table 114 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 115 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 116 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 117 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 118 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 119 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 120 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 121 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 122 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 123 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 124 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 125 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Belgium

Market Direction | 2023-11-30 | 84 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com