

## **HW Hot Drinks in Belgium**

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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### **Report description:**

Consumers moved towards no caffeine hot drinks in various formats in Belgium in 2023. For instance, loose herbal tea is becoming more popular in the Belgian market and is gaining a growing presence in supermarkets, when it was once only sold via specialist shops. Indeed, while consumers are less inclined to believe in the benefits of black tea, more have become aware that infusions and natural herbs can provide a health benefit. Innovation in terms of fortified/functional herbal tea is also on a...

Euromonitor International's HW Hot Drinks in Belgium report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- \* Get a detailed picture of the HW Hot 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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Private label competing in terms of health and wellness as well as price

Low fat sales on the rise

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Vegan shows promise in health and wellness hot drinks

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Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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