

HW Soft Drinks in Belgium

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

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Report description:

As obesity and general health and wellness are growing concerns amongst the Belgian population, low and no sugar soft drinks are becoming more popular and are taking sales share from regular soft drinks. Sugar, and particularly sugary soft drinks, has increasingly become the focus for consumer concerns about health and the rising rate of obesity. The increasing importance of the no and low sugar segment in soft drinks is reflected in the activity of the dominant player in the category, Coca-Cola...

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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2024

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HW SOFT DRINKS IN BELGIUM

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Growing focus on sugar amongst health conscious consumers

No sugar demand leads to more sophisticated developments

Achieving mainstream distribution key to development

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Natural positioning offers potential in certain categories

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HEALTH AND WELLNESS IN BELGIUM

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Diabetes prevalence

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