

## **Soft Drinks in Belgium**

Market Direction | 2024-11-14 | 89 pages | Euromonitor

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### **Report description:**

In 2024, the soft drinks landscape in Belgium experienced a decline in retail volume as consumers increasingly prioritised health, with the aim of reducing their overall consumption. However, some of these beverages appealed as affordable indulgences. Consequently, the transition to sugar-free options stabilised, with no significant growth in this segment compared to previous years. However, categories such as bottled water benefited from the health trend as consumers sought healthier hydration...

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 (2019-2023), 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 2028 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.

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## Table of Contents:

Soft Drinks in Belgium  
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### List Of Contents And Tables

#### SOFT DRINKS IN BELGIUM

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 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 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Belgium

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health trends and cold weather negatively impact demand for carbonates

Soft drinks offer an affordable indulgence, boosting sales of smaller pack sizes

Leading players implement promotions and online strategies to gain ground

PROSPECTS AND OPPORTUNITIES

Innovation opportunities exist for the other carbonates landscape

Innovation set to focus on functional drinks, aligning with health trends

Hard discounters and the ongoing growth of small distribution channels

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

JUICE IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price hikes, supply shortages and the sugar debate negatively impact sales of juice

Juice brands adapt to changing consumer preferences through innovation

Innovating to combat decline as juice options aligns with health trends

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## PROSPECTS AND OPPORTUNITIES

Responding to retail volume decline through variety and diversification

Opportunities are found in cocktails, mocktails, and sophisticated flavours

Smaller formats and indulgence in the fruit juice landscape

## CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

## BOTTLED WATER IN BELGIUM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Bottled water benefits from its alignment with rising health trends

Affordable options and convenience drives bottled water sales

Flavoured water is a fading trend despite ongoing innovation on the landscape

## PROSPECTS AND OPPORTUNITIES

The outlook for bottled water benefits from health trends and consumer preferences

Functional bottled water gains ground as players invest in new launches

Sustainable packaging becomes a key feature of bottled water

## CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

## SPORTS DRINKS IN BELGIUM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health consciousness and demand for functional beverages drives sales

Sports drink players navigate sugar concerns through innovation

Rising competition from functional waters and energy drinks challenges sports drinks sales

## PROSPECTS AND OPPORTUNITIES

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Enhanced functionalities offer a consumer-centric product in sports drinks  
Innovations align with the demand for functional beverages to aid growth  
Targeted solutions is an opportunity for the future of innovation in sports drinks

#### CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

#### ENERGY DRINKS IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Sustained growth fuelled by busy lifestyles and the demand for functional drinks

Innovations and new entrants align with the rising health trend

Red Bull's dominance and growth on the energy drinks landscape

##### PROSPECTS AND OPPORTUNITIES

Functionality will help to diverse the consumer base for energy drinks

Diverse distribution channels drive growth on the energy drinks landscape

Health and wellness supports ongoing innovation across the forecast period

#### CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

#### CONCENTRATES IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Concentrates struggle as health trends shift consumer preferences

SodaStream hits a plateau while private label options gain ground

Environmental concerns aid sales of concentrates in 2024

##### PROSPECTS AND OPPORTUNITIES

Health trends and sustainability slows down the decline for liquid concentrates'

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Refillable bottles and school vending machines boost prospects for concentrates

The focus on functional options drives growth potential for concentrates

#### CATEGORY DATA

##### Concentrates Conversions

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

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

#### RTD TEA IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Price competition and flavour variety propel the performance of RTD tea

Healthier options help revitalise the RTD tea landscape

The taste of Kombucha acts as a challenge for higher levels of sales

##### PROSPECTS AND OPPORTUNITIES

Price wars and health trends propel the RTD tea landscape

Health trends and functionality drive innovations in RTD tea

Kombucha faces challenges despite its alignment with health trends

#### CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

#### RTD COFFEE IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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Packaging changes and health-conscious innovations drive volume sales

Health and functionality drive growth in the RTD coffee landscape

Private labels leads, despite innovations from Emmi and Starbucks

#### PROSPECTS AND OPPORTUNITIES

Rapid growth for RTD coffee due to convenience and health trends

Private labels in RTD coffee will need to innovate to retain ground

Costa Coffee is set to expand into retail channels across the next five years

#### CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

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