

Alcoholic Drinks in Belgium

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Abstracts

Total volume sales continued to decline in Belgium in 2018. The main reason was the purchasing behaviour of Belgians. While real alcoholic drinks consumption is not declining, crossing the border to buy alcoholic drinks has become a habit among Belgian consumers. Higher excise duties have made alcoholic drinks more expensive in Belgium than in neighbouring countries. Premiumisation is another key reason for sales decline. Belgians tend to buy better quality alcoholic drinks, but in lower quantities.

Euromonitor International's Alcoholic 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 (2014-2018), 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 or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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.

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