

# Concentrates in Belgium

<https://marketpublishers.com/r/C5833F7AB69EN.html>

Date: November 2023

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: C5833F7AB69EN

## Abstracts

Following a relatively robust performance during the pandemic, liquid concentrates are experiencing a decline in off-trade volume terms in 2023. The category's downturn is notably attributed to the prevailing health trend. Despite water being a primary ingredient in concentrate-based drinks, consumer concerns about the nutritional value of these beverages, especially in Belgium where liquid concentrates were traditionally popular, have intensified. As a result, consumers are gravitating towards...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

Get a detailed picture of the Concentrates 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.

## Contents

Concentrates in Belgium  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

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

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

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

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 31 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 32 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 33 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 34 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 35 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 36 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 44 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 46 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Belgium

DISCLAIMER

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Concentrates in Belgium

Product link: <https://marketpublishers.com/r/C5833F7AB69EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C5833F7AB69EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970