

# Fortified/Functional Beverages in Belgium

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## Abstracts

Fortified/functional beverages experienced a boom during the COVID-19 pandemic due to increased consumer focus on their immune systems. In fact, the COVID-19 pandemic resulted in more consumers looking for ways to boost their immune systems due to fear of catching the virus. For example, fortified/functional bottled water experienced double-digit current retail value growth in 2021. Brand such as Vitamin Well and B-Better performed very well during the COVID-19 pandemic, experiencing double-digi...

Euromonitor International's Fortified/Functional Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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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Increased consumer focus on immune system functioning due to COVID-19 continues to support the sales of fortified/functional beverages in 2021

Fortified/functional energy drinks continue to attract a wider consumer base as new flavours and healthier variants are launched

Jet Import remains the leading player in 2021 thanks to the success of its Red Bull brand

#### PROSPECTS AND OPPORTUNITIES

Slowdown expected in 2022, but growing health concerns among consumers will continue to support sales

Fortified/functional energy drinks will continue to drive sales in the forecast period

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