

HW Soft Drinks in Belgium

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Abstracts

As obesity and general health are growing concerns among Belgium's population, low and no sugar soft drinks are becoming more popular and are taking sales share from regular soft drinks. The leader of the category, Coca-Cola, is a significant example of the success of low and no sugar soft drinks as this manufacturer now has a low sugar version of all of its carbonates available in the country. Moreover, the company's no sugar portfolio is performing better than its regular soft drinks portfolio...

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 2018-2022, 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 2027 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.

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

HW Soft Drinks in Belgium
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LIST OF CONTENTS AND TABLES

HW SOFT DRINKS IN BELGIUM
KEY DATA FINDINGS

2022 DEVELOPMENTS

Health benefit and fortified/functional soft drinks rising in popularity
No sugar is the leading claim in health and wellness soft drinks in 2022
Low salt is the best performing claim in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Health trend to benefit from investments in soft drinks over the forecast period
Energy boosting to show most promise in health and wellness soft drinks during the forecast period

High fibre to receive a boost within Belgian soft drinks over the forecast period

CATEGORY DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN BELGIUM

EXECUTIVE SUMMARY

Overview

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