

Alcoholic Drinks in Belgium

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Beer Brands Expand Non-Alcoholic and Low Alcohol Launches to Retain Health-Conscious Consumers

Rtd Innovators Drive Volume Gains as Traditional Drinks Decline

Delta Zero and Tout Bien 0.0 Spark No and Low Alcohol Momentum among "Flexibuveurs"

Chart 2 - The No Alcohol Segment Is Growing Fast and Innovating, While All Traditional Segments Are Decreasing

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Moderation and Flavour as Beer Volumes Decline

Convenience and Smaller Formats Reshape Purchasing and Packaging Choices

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Competitive Landscape for Alcoholic Drinks

Coca-Cola Bridges Rtds with Strategic Partnerships

Retailers and Rtd Innovators Capture Value From Shifting Habits

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Drive Beer and Wine Sales through Promotions and Range

Convenience Stores and Night Shops Capture Demand for Proximity and Immediacy

Digital Discovery and Craft Beer Innovation Expand Online Engagement

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 10 - Economic Context for Alcoholic Drinks

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Alcoholic Drinks

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in Belgium](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Health-Driven Moderation and Packaging Agility Gain Momentum as Key Trends

Lager Drives Volume Sales, While Non Alcoholic Beer Surges

Chart 17 - Innovation in Non Alcoholic Beer

Chart 18 - Volume Sales 2020-2030

Chart 19 - Volume Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Moderation as Breweries Shift to Driving Value Sales

Key Brands Defend Lager Volumes as Non/Low Alcohol Beer Outpaces Rivals

Chart 20 - Analyst Insight for Beer

Brewers Accelerate Can Packaging Adoption and Diversify to Capture New Drinking Occasions

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Smaller Brewers Struggle to Keep Pace with Major Players

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Use Heavy Promotions to Defend Volume Sales

Retail E-Commerce Lacks Momentum as Promotions Focus on Volume over Value Sales

PRODUCTS

Cans Gain Ground as Packaging and Brand Stories Drive Differentiation

Chart 25 - More and More Beer in Cans, Even for Speciality Beer

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beer

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beer

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in Belgium](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 32 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Retailers Shift Shelf Space to Faster-Growing Non-Alcoholic Alcohol Beer and RtDs

Somersby and Strongbow Harness Rtd Reinvention to Attract Younger Consumers

Chart 33 - Rtd Reinvention Drives Modern Cider Growth

Stassen Streamlines Range as Non Alcoholic Offerings Gain Share in Traditional Cider

Chart 34 - Value Sales 2020-2030

Chart 35 - Value Sales by Category 2025

WHAT'S NEXT?

Artisanal Producers Embrace Niche Channels to Counter Volume Losses

Modern Cider Players Target Zero-Alcohol Innovation to Meet Moderation Demand

Slowing Economic Growth Limits Volume Recovery as Consumer Preferences Shift

Chart 36 - Forecast Value Sales 2020-2030

Chart 37 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Somersby Outpaces Stassen as Private Label Gains Ground

Chart 38 - Company Shares 2025

Chart 39 - Brand Shares 2025

CHANNELS

Supermarkets Secure Dominance as Cider Faces Rtd Competition

Artisanal Producers Use Local Channels to Strengthen Appeal

Online Channels Lack Impact as Retail Remains Store-Led

ECONOMIC CONTEXT

Chart 40 - Economic Context for Cider/Perry

Chart 41 - Real GDP Growth 2020-2030

Chart 42 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 43 - Consumer Context for Cider/Perry

Chart 44 - Population 2020-2030

Chart 45 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[RtDs in Belgium](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 46 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Funkin and Nona Spritz Broaden Consumer Reach with Innovation

Spirit-Based Rtds Maintain Lead as Non-Alcoholic Rtds Surge

Chart 47 - Non-Alcoholic Rtds Expand Consumption Occasions

Festivals Create New Consumption Moments for Rtds

Chart 48 - Value Sales 2020-2030

Chart 49 - Value Sales by Category 2025

WHAT'S NEXT?

Colruyt and Local Brands Fuel Expansion through Flavour Innovation

Retailers and Event Organisers Drive Growth as Regulations Shape Channels

Chart 50 - Forecast Value Sales 2020-2030

Chart 51 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 52 - Competitive Landscape for Rtds

Coca-Cola Reshapes Competitive Dynamics as Bacardi Loses Ground

Local Distillers and New Launches Diversify Consumer Choices

Chart 53 - Company Shares 2025

Chart 54 - Brand Shares 2025

CHANNELS

Convenience Stores and Night Shops Drive Impulse Purchases and Shelf Expansion

Convenience-Led Formats Limit E-Commerce Role as Physical Outlets Gain Priority

ECONOMIC CONTEXT

Chart 55 - Economic Context for Rtds

Chart 56 - Real GDP Growth 2020-2030

Chart 57 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 58 - Consumer Context for Rtds

Chart 59 - Population 2020-2030

Chart 60 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in Belgium](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 61 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Aperol Drives On-Trade Investment as Whisky and Gin Falter

Aperol'S Heavy Activation Reshapes the Aperitif Landscape and Spurs Innovation

Chart 62 - Limoncello and Other Liqueurs Are Jumping on the Aperitif Bandwagon

Jet Import'S Bongiorno Captures Demand for Novelty and Authenticity

Chart 63 - Value Sales 2020-2030

Chart 64 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Adults Shift to Lighter Drinks as Regulations Tighten

Vodka Retains Lead as Non-Alcoholic Spirits Accelerate on Value Focus

Smaller Formats and Convenience Drive Accessibility as Out-Of-Pocket Prices Rise

Chart 65 - Forecast Value Sales 2020-2030

Chart 66 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 67 - Competitive Landscape for Spirits

Campari Accelerates Share Gains as Discounters Expand Spirits Ranges

Chart 68 - Company Shares 2025

Chart 69 - Brand Shares 2025

CHANNELS

Aldi and Lidl Gain Share as Supermarkets Pull Back

Online Spirits Sales Remain Stagnant as Regulations Constrain Growth

PRODUCTS

Aperol and Competitors Accelerate Aperitif Innovation with New Launches

Bongiorno and Retailer Launches Expand Flavour Innovation in Liqueurs

Retailers and Suppliers Adapt to Regulation and Trading Down with New Formats

ECONOMIC CONTEXT

Chart 70 - Economic Context for Spirits

Chart 71 - Real GDP Growth 2020-2030

Chart 72 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 73 - Consumer Context for Spirits

Chart 74 - Population 2020-2030

Chart 75 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Belgium](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Codorníu and Colruyt Respond to Demand for Lighter and More Convenient Wine Choices

Chart 77 - Shift toward Lighter, Lower-Alcohol Wines Reshapes Country and Category Performance

Colruyt and Codorníu Drive Premiumisation and New Occasions with Innovative Launches

Chart 78 - Shrinkflation, Convenience and Bag-In-Box Gain Ground

Gran Baron and Chandon Capture Aperitif Moments as Sparkling Wine Reinvents Itself

Chart 79 - Value Sales 2020-2030

Chart 80 - Value Sales by Category 2025

WHAT'S NEXT?

Single-Serve Bottles and Lighter Profiles Reshape Everyday Drinking

Non-Alcoholic and Lower-Alcohol Options Capture Health-Driven Demand

Economic Stagnation and Packaging Innovation Drive New Consumption Occasions

Chart 81 - Forecast Value Sales 2020-2030

Chart 82 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 83 - Competitive Landscape for Wine

Colruyt and Delhaize Leverage Private Label Strength to Defend Share

Cinocco Accelerates Digital Expansion through Magnus Acquisition

Chart 84 - Company Shares 2025

Chart 85 - Brand Shares 2025

CHANNELS

Supermarkets Drive Sales as Discounters Gain Share through Value

Hard Discounters and Specialists Shape New Wine Discovery Occasions

Online Wine Sales Stabilise as Younger Shoppers Seek Convenience

ECONOMIC CONTEXT

Chart 86 - Economic Context for Wine

Chart 87 - Real GDP Growth 2020-2030

Chart 88 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 89 - Consumer Context for Wine

Chart 90 - Population 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-belgium/report.