



**Euromonitor
International**

Other Hot Drinks in Belgium

November 2025

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Other Hot Drinks in Belgium - Category analysis

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2025 DEVELOPMENTS

Muted performance for other hot drinks in 2025

INDUSTRY PERFORMANCE

Category impacted by rising health consciousness

Low levels of investment and innovation compounds challenges

WHAT'S NEXT?

Gradual decline predicted as consumer interest and brand support fade

Functionality holds potential, but investment is unlikely in a declining segment

COMPETITIVE LANDSCAPE

Nestlé leads a quiet category with Nesquik and Bonjour

Private label sees dynamic growth as price consciousness impacts purchasing behaviour

CHANNELS

Modern retailers lead distribution of other hot drinks in 2025

Discounters continues to benefit from ability to offer value for money

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Hot Drinks in Belgium - Industry Overview

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Value growth reflects premiumisation and price rises

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INDUSTRY PERFORMANCE

Volume sales remain stable but stagnant, while current value sales register robust increase

Local consumers continue to enjoy hot drinks in their daily lives, despite price rises

Premiumisation trend continues apace in 2025

WHAT'S NEXT?

Value growth expected to remain steady and robust in the years ahead

Focus on personalisation and added value, likely as players vie for share

Landscape is one of incremental evolution, rather than transformation

COMPETITIVE LANDSCAPE

Nestlé continues to lead overall sales thanks to widespread popularity of its key brands

Private label benefits from price consciousness in an inflationary environment

CHANNELS

Modern grocery retailers remain the biggest distribution channels in 2025

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