



**Euromonitor
International**

Hot Drinks in Belgium

November 2025

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EXECUTIVE SUMMARY

Value growth reflects premiumisation and price rises

KEY DATA FINDINGS

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

Discounters enjoys notable dynamism thanks to quality of private label lines

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[Coffee in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable volumes despite price pressures reflect coffee's cultural importance

INDUSTRY PERFORMANCE

Current value growth reflects price rises and ongoing premiumisation

Fresh coffee beans offer superior taste experience

WHAT'S NEXT?

Relatively stable performance expected despite ongoing price pressures

Innovation set to focus on experience and sustainability

Iced coffee made at home could emerge as the next consumer trend

COMPETITIVE LANDSCAPE

Private label and global giants shape a competitive landscape

Ongoing price consciousness boosts sales of private label lines

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[Tea in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea sees modest growth as consumer preferences shift

INDUSTRY PERFORMANCE

Modest growth for tea in Belgium 2025

Fruit/herbal tea benefits from healthy profile and functionality

WHAT'S NEXT?

Stability predicted, but ongoing shift toward infusions likely

Functionality will remain the key driver of tea innovation
Iced tea and cold infusions offer scope for growth

COMPETITIVE LANDSCAPE

Lipton remains leader, but competition from organic and private labels intensifies
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[Other Hot Drinks in Belgium](#)

KEY DATA FINDINGS

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
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CHANNELS

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