



RTD Coffee in Belgium

November 2025

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RTD Coffee in Belgium - Category analysis

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2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

RTD coffee continues to enjoy growth across metrics in 2025

Players expand flavour ranges to meet evolving consumer preferences

WHAT'S NEXT?

Continuous growth predicted thanks to ongoing innovation

Functionality will remain a key growth driver

Convenience and proximity will become important for volume sales

COMPETITIVE LANDSCAPE

Lifestyle and functional RTD coffee introduced by leading brands

Nescafé makes a welcome return in 2025

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Buoyant performance for Belgian soft drinks in 2025

Functionality remains a key driver of innovation and growth

Smaller pack sizes are becoming increasingly common

WHAT'S NEXT?

Growth moderation predicted over the forecast period

Functionality will remain a focus growth area

Distribution landscape may need to diversify

COMPETITIVE LANDSCAPE

Coca-Cola continues to benefit from strong brand recognition and widespread distribution
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