



Soft Drinks in Belgium

November 2025

[Table of Contents](#)

EXECUTIVE SUMMARY

Soft drinks in 2025: The big picture

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

foodPickers benefits from functionality trend

CHANNELS

Supermarkets and discounters continue to lead distribution in 2025

Proximity retailers continue to gain ground

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Belgium

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Solid growth driven by health consciousness and favourable climate

Functionality continues to attract interest in 2025

WHAT'S NEXT?

Positive outlook for bottled water, but weather remains a key variable

Innovation to focus on functional benefits and differentiation

Distribution set to evolve in line with impulse and convenience trends

COMPETITIVE LANDSCAPE

Private label leads, but Spa Reine strengthens its position

Nestlé suffers from poorer public image in 2025

CHANNELS

Retail giants collectively dominate sales in 2025

Online channel benefits from home delivery options and online promotions

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for carbonates in 2025 as outdoor consumption increases

INDUSTRY PERFORMANCE

Exceptionally good weather and higher prices boost a category otherwise in decline

Demand for novel flavours benefits non-cola carbonates in 2025

WHAT'S NEXT?

Decline predicted without support of good weather

Health-driven innovation and channel shift will shape the landscape

Stricter marketing rules could weigh on category performance

COMPETITIVE LANDSCAPE

Coca-Cola Belgium maintains leadership through innovation and engagement

Private label benefits from widespread price-consciousness amid high inflation

CHANNELS

Supermarkets lead, thanks to ability to offer wide range of products across the price spectrum

Discounters and proximity retailers gain ground

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer interest in concentrates remains limited in 2025

INDUSTRY PERFORMANCE

Concentrates struggle to stay relevant amid competition from other soft drink categories

Liquid concentrates represents most volume sales, but powder concentrates shows dynamism

WHAT'S NEXT?

Concentrates likely to face challenges as consumer interest wanes

Powder formats expected to drive future innovation

E-commerce and non-food channels to gain relevance

COMPETITIVE LANDSCAPE

Teisseire and SodaStream lead but face mounting pressure from private label and niche players

Private label sees dynamic growth in 2025

CHANNELS

Supermarkets lead, but specialist retailers gain traction

E-commerce sees dynamic growth in 2025

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Juice faces challenges from health trends and economic pressures

Favourable weather benefits lighter juice drinks in 2025

WHAT'S NEXT?

Volume decline expected to persist over the forecast period

Convenience and functionality could help revitalise the category

Local production and sustainability gain traction

COMPETITIVE LANDSCAPE

Private label leads while brands compete on quality and innovation
Jet Import NV registers notable share gain in 2025

CHANNELS

Supermarkets remain ahead, but discounters gain ground
Convenience stores benefits from on-the-go consumption

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025
Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Belgium](#)

KEY DATA FINDINGS

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

CHANNELS

Modern grocery retailers continue to represent the largest chain of distribution
Proximity and convenience will become increasingly relevant for RTD coffee

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025
Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025
Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

RTD Tea in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Temporary boost for RTD tea amid long-term decline
Sparkling variants enjoy renewed interest in 2025

WHAT'S NEXT?

RTD tea faces renewed decline amid changing health perceptions
Limited innovation expected as RTD tea struggles to maintain momentum
Distribution landscape predicted to evolve

COMPETITIVE LANDSCAPE

Lipton, Fuze Tea and private labels lead the competitive landscape
Natural positioning enables smaller brands to gain traction

CHANNELS

Supermarkets leads distribution, but discounters gains share
Convenience and proximity are significant drivers of purchasing habits

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025
Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025
Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Energy Drinks in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

New product launches and focus on functionality benefits energy drinks in 2025

INDUSTRY PERFORMANCE

Strong growth in 2025 driven by diversification and broader appeal
Growth of reduced sugar variants indicates direction of travel for the category

WHAT'S NEXT?

Solid growth expected for energy drinks over the forecast period
Flavour, functionality and natural ingredients will drive innovation
Energy drinks set to power up on-the-go distribution

COMPETITIVE LANDSCAPE

Red Bull leads a diversifying and competitive landscape
Established brands maintain appeal through continuous innovation

CHANNELS

Modern grocery retailers remain key for distribution of energy drinks
Discounters capitalise on ongoing price sensitivity in 2025

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025
Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025
Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025
Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025
Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025
Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025
Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025
Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025
Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030
Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030
Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030
Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks benefits from warm weather in 2025

INDUSTRY PERFORMANCE

Category supported by innovation but challenged by competition
Reduced sugar performance illustrates ongoing health and wellness trend

WHAT'S NEXT?

Stable growth ahead, driven by innovation in low-calorie offerings
Future innovation set to focus on multi-functional hydration
Distribution likely to shift towards impulse-driven channels

COMPETITIVE LANDSCAPE

Coca-Cola leads, but private label gains ground
Wow Hydrate enjoys dynamic growth in a competitive field

CHANNELS

Supermarkets remain the core distribution channel for sports drinks
Discounters continues to benefit from price sensitivity in 2025

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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