



Energy Drinks in Belgium

November 2025

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Energy Drinks in Belgium - Category analysis

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

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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

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Growth moderation predicted over the forecast period

Functionality will remain a focus growth area

Distribution landscape may need to diversify

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

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