



Euromonitor
International

Rtds in Belgium

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Funkin and Nona Spritz Broaden Consumer Reach with Innovation

Spirit-Based Rtds Maintain Lead as Non-Alcoholic Rtds Surge

Chart 2 - Non-Alcoholic Rtds Expand Consumption Occasions

Festivals Create New Consumption Moments for Rtds

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Colruyt and Local Brands Fuel Expansion through Flavour Innovation

Retailers and Event Organisers Drive Growth as Regulations Shape Channels

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Competitive Landscape for Rtds

Coca-Cola Reshapes Competitive Dynamics as Bacardi Loses Ground

Local Distillers and New Launches Diversify Consumer Choices

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Convenience Stores and Night Shops Drive Impulse Purchases and Shelf Expansion

Convenience-Led Formats Limit E-Commerce Role as Physical Outlets Gain Priority

ECONOMIC CONTEXT

Chart 10 - Economic Context for Rtds

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Rtds

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Belgium - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Beer Brands Expand Non-Alcoholic and Low Alcohol Launches to Retain Health-Conscious Consumers

Rtd Innovators Drive Volume Gains as Traditional Drinks Decline

Delta Zero and Tout Bien 0.0 Spark No and Low Alcohol Momentum among "Flexibuveurs"

Chart 17 - The No Alcohol Segment Is Growing Fast and Innovating, While All Traditional Segments Are Decreasing

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Moderation and Flavour as Beer Volumes Decline

Convenience and Smaller Formats Reshape Purchasing and Packaging Choices

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Competitive Landscape for Alcoholic Drinks

Coca-Cola Bridges Rtds with Strategic Partnerships

Retailers and Rtd Innovators Capture Value From Shifting Habits

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Drive Beer and Wine Sales through Promotions and Range

Convenience Stores and Night Shops Capture Demand for Proximity and Immediacy

Digital Discovery and Craft Beer Innovation Expand Online Engagement

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 25 - Economic Context for Alcoholic Drinks

Chart 26 - Real GDP Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Alcoholic Drinks

Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-belgium/report.