

RTD Tea in Belgium

November 2023

Table of Contents

RTD Tea in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures negatively affect demand for RTD tea RTD tea's transition towards healthier options and new distribution channels Lipton and Fuze tea: Former leaders facing challenges

PROSPECTS AND OPPORTUNITIES

Shift towards quality Expansion of natural and functional RTD tea Challenges facing kombucha

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2023Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028Table 11 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Soft Drinks in Belgium - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Value 2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023 Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023 Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023 Table 32 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023 Table 33 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023 Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023 Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023 Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028 Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028 Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028 Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028 Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028 Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028 Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028 Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 45 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Belgium

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/rtd-tea-in-belgium/report.