



**Euromonitor  
International**

# Other Hot Drinks in Belgium

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## Other Hot Drinks in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Muted performance for other hot drinks in 2025

#### INDUSTRY PERFORMANCE

Category impacted by rising health consciousness

Low levels of investment and innovation compounds challenges

#### WHAT'S NEXT?

Gradual decline predicted as consumer interest and brand support fade

Functionality holds potential, but investment is unlikely in a declining segment

#### COMPETITIVE LANDSCAPE

Nestlé leads a quiet category with Nesquik and Bonjour

Private label sees dynamic growth as price consciousness impacts purchasing behaviour

#### CHANNELS

Modern retailers lead distribution of other hot drinks in 2025

Discounters continues to benefit from ability to offer value for money

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### EXECUTIVE SUMMARY

Value growth reflects premiumisation and price rises

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Volume sales remain stable but stagnant, while current value sales register robust increase

Local consumers continue to enjoy hot drinks in their daily lives, despite price rises

Premiumisation trend continues apace in 2025

#### WHAT'S NEXT?

Value growth expected to remain steady and robust in the years ahead

Focus on personalisation and added value, likely as players vie for share

Landscape is one of incremental evolution, rather than transformation

#### COMPETITIVE LANDSCAPE

Nestlé continues to lead overall sales thanks to widespread popularity of its key brands

Private label benefits from price consciousness in an inflationary environment

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