



Tea in Belgium

November 2025

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Tea in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea sees modest growth as consumer preferences shift

INDUSTRY PERFORMANCE

Modest growth for tea in Belgium 2025

Fruit/herbal tea benefits from healthy profile and functionality

WHAT'S NEXT?

Stability predicted, but ongoing shift toward infusions likely

Functionality will remain the key driver of tea innovation

Iced tea and cold infusions offer scope for growth

COMPETITIVE LANDSCAPE

Lipton remains leader, but competition from organic and private labels intensifies

Private label benefits from amid high inflation

CHANNELS

Supermarkets and discounters remain the core distribution channels for tea in Belgium

Experienced-driven approach benefits small local grocers

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Hot Drinks in Belgium - Industry Overview

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

CHANNELS

Modern grocery retailers remain the biggest distribution channels in 2025
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