



Euromonitor  
International

# Concentrates in Belgium

November 2025

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## Concentrates in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumer interest in concentrates remains limited in 2025

#### INDUSTRY PERFORMANCE

Concentrates struggle to stay relevant amid competition from other soft drink categories

Liquid concentrates represents most volume sales, but powder concentrates shows dynamism

#### WHAT'S NEXT?

Concentrates likely to face challenges as consumer interest wanes

Powder formats expected to drive future innovation

E-commerce and non-food channels to gain relevance

#### COMPETITIVE LANDSCAPE

Teisseire and SodaStream lead but face mounting pressure from private label and niche players

Private label sees dynamic growth in 2025

#### CHANNELS

Supermarkets lead, but specialist retailers gain traction

E-commerce sees dynamic growth in 2025

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Soft drinks in 2025: The big picture

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Buoyant performance for Belgian soft drinks in 2025

Functionality remains a key driver of innovation and growth

Smaller pack sizes are becoming increasingly common

## WHAT'S NEXT?

Growth moderation predicted over the forecast period

Functionality will remain a focus growth area

Distribution landscape may need to diversify

## COMPETITIVE LANDSCAPE

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

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