



Euromonitor  
International

# Bottled Water in Belgium

November 2025

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## Bottled Water in Belgium - Category analysis

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

### INDUSTRY PERFORMANCE

Solid growth driven by health consciousness and favourable climate

Functionality continues to attract interest in 2025

### WHAT'S NEXT?

Positive outlook for bottled water, but weather remains a key variable

Innovation to focus on functional benefits and differentiation

Distribution set to evolve in line with impulse and convenience trends

### COMPETITIVE LANDSCAPE

Private label leads, but Spa Reine strengthens its position

Nestlé suffers from poorer public image in 2025

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Retail giants collectively dominate sales in 2025

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### 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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