



Euromonitor
International

RTD Tea in Belgium

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Temporary boost for RTD tea amid long-term decline

Sparkling variants enjoy renewed interest in 2025

WHAT'S NEXT?

RTD tea faces renewed decline amid changing health perceptions

Limited innovation expected as RTD tea struggles to maintain momentum

Distribution landscape predicted to evolve

COMPETITIVE LANDSCAPE

Lipton, Fuze Tea and private labels lead the competitive landscape

Natural positioning enables smaller brands to gain traction

CHANNELS

Supermarkets leads distribution, but discounters gains share

Convenience and proximity are significant drivers of purchasing habits

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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Soft Drinks in Belgium - Industry Overview

EXECUTIVE SUMMARY

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

foodPickers benefits from functionality trend

CHANNELS

Supermarkets and discounters continue to lead distribution in 2025

Proximity retailers continue to gain ground

Foodservice vs retail split

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Belgium

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SOURCES

Summary 1 - Research Sources

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