



RTD Coffee in Belgium

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

RTD coffee continues to enjoy growth across metrics in 2025
Players expand flavour ranges to meet evolving consumer preferences

WHAT'S NEXT?

Continuous growth predicted thanks to ongoing innovation
Functionality will remain a key growth driver
Convenience and proximity will become important for volume sales

COMPETITIVE LANDSCAPE

Lifestyle and functional RTD coffee introduced by leading brands
Nescafé makes a welcome return in 2025

CHANNELS

Modern grocery retailers continue to represent the largest chain of distribution
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CATEGORY DATA

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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
foodPickers benefits from functionality trend

CHANNELS

Supermarkets and discounters continue to lead distribution in 2025
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