



Juice in Belgium

November 2025

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2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Juice faces challenges from health trends and economic pressures

Favourable weather benefits lighter juice drinks in 2025

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Volume decline expected to persist over the forecast period

Convenience and functionality could help revitalise the category

Local production and sustainability gain traction

COMPETITIVE LANDSCAPE

Private label leads while brands compete on quality and innovation

Jet Import NV registers notable share gain in 2025

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Soft Drinks in Belgium - Industry Overview

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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

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Supermarkets and discounters continue to lead distribution in 2025
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