

Soft Drinks in Belgium

November 2025

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EXECUTIVE SUMMARY

Soft drinks in 2025: The big picture

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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

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