



Sports Drinks in Belgium

November 2025

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[Sports Drinks in Belgium - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks benefits from warm weather in 2025

INDUSTRY PERFORMANCE

Category supported by innovation but challenged by competition

Reduced sugar performance illustrates ongoing health and wellness trend

WHAT'S NEXT?

Stable growth ahead, driven by innovation in low-calorie offerings

Future innovation set to focus on multi-functional hydration

Distribution likely to shift towards impulse-driven channels

COMPETITIVE LANDSCAPE

Coca-Cola leads, but private label gains ground

Wow Hydrate enjoys dynamic growth in a competitive field

CHANNELS

Supermarkets remain the core distribution channel for sports drinks

Discounters continues to benefit from price sensitivity in 2025

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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

COMPETITIVE LANDSCAPE

Coca-Cola continues to benefit from strong brand recognition and widespread distribution

foodPickers benefits from functionality trend

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