



# HW Hot Drinks in Belgium

December 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Health priorities accelerate a shift towards low sugar, natural and fortified/functional hot drinks

### INDUSTRY PERFORMANCE

Cost pressures and health priorities impact hot drinks in Belgium during 2024

Ongoing demand for natural and caffeine free hot drinks as consumers seek health benefits

While inflation shifts consumer focus, organic tea continues to thrive in Belgium

### WHAT'S NEXT

Health claims are set to drive premiumisation and innovation within hot drinks in Belgium

Rising health awareness is set to support growth in caffeine-free and natural hot drinks in Belgium

Growth for the organic claim is set to be supported by sustainability and fresh coffee in Belgium

### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Belgium - Industry Overview

### EXECUTIVE SUMMARY

Cost-conscious consumers prioritise value while health and wellness demand remains strong

### INDUSTRY PERFORMANCE

Economic pressure drives downtrading while reshaping health and wellness choices

Fortified/functional, plant-based and lifestyle-led health claims continue to gain traction

### WHAT'S NEXT

Fortified/functional claims will become a key driver of growth across packaged food and drinks in Belgium

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