



**Euromonitor  
International**

# 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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