



# HW Soft Drinks in Belgium

December 2025

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## HW Soft Drinks in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fortified/functional, no sugar, and natural claims shape soft drinks in 2024

#### INDUSTRY PERFORMANCE

Fortified/functional benefits redefine soft drinks consumption in Belgium  
No sugar soft drinks maintains its lead during shifting consumer preferences  
The natural claim partners with eco-friendly packaging to shape soft drink trends

#### WHAT'S NEXT

The fortified/functional claim is set to support growth and innovation in soft drinks in  
No sugar soft drinks is poised for moderate growth amid category stabilisation  
Natural soft drinks will gain momentum in Belgium amid health and sustainability trends

#### CATEGORY DATA

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

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Table 9 - Forecast Sales of Soft 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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