



Euromonitor  
International

# Cider/Perry in Belgium

June 2025

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## Cider/Perry in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cider sees decline in 2024 as innovation stalls  
Stassen retains the lead in a challenging climate  
Supermarkets represents the largest portion of sales of cider in distribution terms

#### PROSPECTS AND OPPORTUNITIES

Cider will continue to face decline in the coming years  
Focus on convenience necessary the future of the category  
Lack of innovation will hasten decline

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Competitive landscape  
Retail developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban.  
Opening hours  
On-trade establishments

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cider-perry-in-belgium/report](http://www.euromonitor.com/cider-perry-in-belgium/report).