



**Euromonitor  
International**

# Coffee in Belgium

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth driven by coffees' status as an essential product in Belgium  
Diverse coffee consumption trends shape the Belgium coffee landscape  
Innovation and variety drives coffee consumption among younger generations

PROSPECTS AND OPPORTUNITIES

Volume sales are challenged by the ongoing shift to single-serve formats  
The on-trade coffee landscape is supported by new openings and acquisitions  
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