

Carbonates in Belgium

November 2024

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Carbonates in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health trends and cold weather negatively impact demand for carbonates Soft drinks offer an affordable indulgence, boosting sales of smaller pack sizes Leading players implement promotions and online strategies to gain ground

PROSPECTS AND OPPORTUNITIES

Innovation opportunities exist for the other carbonates landscape Innovation set to focus on functional drinks, aligning with health trends Hard discounters and the ongoing growth of small distribution channels

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Soft Drinks in Belgium - Industry Overview

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Fountain sales in Belgium

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