

# Beer in Belgium

June 2025

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## Beer in Belgium - Category analysis

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Beer faces decline once again in 2024

Anheuser-Busch InBev is the leader in a declining industry

Off-trade benefits from price consciousness and at-home consumption

## PROSPECTS AND OPPORTUNITIES

Category will continue to decline, but non-alcoholic segment offers scope for optimism

Breweries face ongoing challenges in the years ahead

Non-alcoholic and flavoured beer will lead innovation

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