



Euromonitor
International

Rtds in Belgium

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability and availability drive growth of RTDs in 2024
- Bacardi Martini leads with notable dynamism in 2024
- Supermarkets loses some share to convenience stores but remains the leading distribution channel

PROSPECTS AND OPPORTUNITIES

- Optimistic outlook for RTDs in the years ahead
- Innovation in flavours and packaging will compound growth prospects
- Cans will remain preferred format over glass

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Alcoholic Drinks in Belgium - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade

Duty free

Cross-border/private imports

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DISCLAIMER

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