



**Euromonitor
International**

HW Soft Drinks in Belgium

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing focus on sugar amongst health conscious consumers

No sugar demand leads to more sophisticated developments

Achieving mainstream distribution key to development

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Increasing investment in health and wellness soft drinks over the forecast period

Positive outlook for probiotic soft drinks

Natural positioning offers potential in certain categories

CATEGORY DATA

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Health and Wellness in Belgium - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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