



**Euromonitor
International**

Spirits in Belgium

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits continues to decline in volume and value terms in 2024
Diageo leads spirits thanks to strong portfolio of global brands
Convenience stores gain share at the expense of supermarkets

PROSPECTS AND OPPORTUNITIES

Volume sales fo spirits set to continue declining in the years ahead
Demand for flavoured spirits and RTDs will remain strong
Non-alcoholic spirits will continue to drive sales and innovation in the category

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Belgium - Industry Overview

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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

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Contraband/parallel trade
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