



Bottled Water in Belgium

November 2025

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Bottled Water in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Solid growth driven by health consciousness and favourable climate

Functionality continues to attract interest in 2025

WHAT'S NEXT?

Positive outlook for bottled water, but weather remains a key variable

Innovation to focus on functional benefits and differentiation

Distribution set to evolve in line with impulse and convenience trends

COMPETITIVE LANDSCAPE

Private label leads, but Spa Reine strengthens its position

Nestlé suffers from poorer public image in 2025

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Retail giants collectively dominate sales in 2025

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Soft Drinks in Belgium - Industry Overview

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INDUSTRY PERFORMANCE

Buoyant performance for Belgian soft drinks in 2025

Functionality remains a key driver of innovation and growth

Smaller pack sizes are becoming increasingly common

WHAT'S NEXT?

Growth moderation predicted over the forecast period

Functionality will remain a focus growth area

Distribution landscape may need to diversify

COMPETITIVE LANDSCAPE

Coca-Cola continues to benefit from strong brand recognition and widespread distribution
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