



RTD Tea in Belgium

November 2025

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RTD Tea in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Temporary boost for RTD tea amid long-term decline

Sparkling variants enjoy renewed interest in 2025

WHAT'S NEXT?

RTD tea faces renewed decline amid changing health perceptions

Limited innovation expected as RTD tea struggles to maintain momentum

Distribution landscape predicted to evolve

COMPETITIVE LANDSCAPE

Lipton, Fuze Tea and private labels lead the competitive landscape

Natural positioning enables smaller brands to gain traction

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Supermarkets leads distribution, but discounters gains share

Convenience and proximity are significant drivers of purchasing habits

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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

foodPickers benefits from functionality trend

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