



**Euromonitor
International**

Juice in Belgium

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Juice faces challenges from health trends and economic pressures

Favourable weather benefits lighter juice drinks in 2025

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Convenience and functionality could help revitalise the category

Local production and sustainability gain traction

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Private label leads while brands compete on quality and innovation

Jet Import NV registers notable share gain in 2025

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Soft Drinks in Belgium - Industry Overview

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Soft drinks in 2025: The big picture

KEY DATA FINDINGS

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
foodPickers benefits from functionality trend

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Supermarkets and discounters continue to lead distribution in 2025
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