



HW Hot Drinks in Belgium

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health priorities accelerate a shift towards low sugar, natural and fortified/functional hot drinks

INDUSTRY PERFORMANCE

Cost pressures and health priorities impact hot drinks in Belgium during 2024
Ongoing demand for natural and caffeine free hot drinks as consumers seek health benefits
While inflation shifts consumer focus, organic tea continues to thrive in Belgium

WHAT'S NEXT

Health claims are set to drive premiumisation and innovation within hot drinks in Belgium
Rising health awareness is set to support growth in caffeine-free and natural hot drinks in Belgium
Growth for the organic claim is set to be supported by sustainability and fresh coffee in Belgium

CATEGORY DATA

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Health and Wellness in Belgium - Industry Overview

EXECUTIVE SUMMARY

Cost-conscious consumers prioritise value while health and wellness demand remains strong

INDUSTRY PERFORMANCE

Economic pressure drives downtrading while reshaping health and wellness choices
Fortified/functional, plant-based and lifestyle-led health claims continue to gain traction

WHAT'S NEXT

Fortified/functional claims will become a key driver of growth across packaged food and drinks in Belgium

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