

# Spirits in Belgium

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales decline as cross-border trade increases, with many visiting France and Luxembourg

Flavour innovation drives growth within rum, vodka and gin

Non-alcoholic spirit players focus on developing an appealing taste

#### PROSPECTS AND OPPORTUNITIES

Spirits continue to decline as the health and wellness trend rises in Belgium

Players focus on innovation and limited editions to sell in specialist stores

Less is more as smaller bottles and lighter packaging options gain ground

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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