

Beer in Belgium

June 2023

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Beer in Belgium - Category analysis

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2022 DEVELOPMENTS

Fast decrease in retail sales as younger adult consumers look for healthier options Consumers search for new tastes as players launch beers with extra flavours Non-alcoholic beer performs well, aligning with consumers growing demands

PROSPECTS AND OPPORTUNITIES

Rising health consciousness continues to negatively impact sales of beer Cans to rise in popularity, as manufacturers prefer the production process Innovation aligns with flavour trends and non-alcoholic options

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