

Rtds in Belgium

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs drive positive growth, with success seen for ready-to-serve options
A high level of innovation leads to success as players focus on ready-to-serve
Non-alcoholic RTDs record the fastest growth, aligning with consumer demands

PROSPECTS AND OPPORTUNITIES

Strong potential for innovation and growth on the RTDs landscape
Premiumisation to drive growth as the audience for RTDs increases
Non-alcoholic RTDs will continue to development, widening appeal

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022
Table 2 - Sales of RTDs by Category: Total Value 2017-2022
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022
Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027
Table 13 - Forecast Sales of RTDs by Category: Total Value 2022-2027
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Belgium - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 1 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 16 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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