Beer in Belgium - Category analysis

KEY DATA FINDINGS

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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Lager price band methodology
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Alcoholic Drinks in Belgium - Industry Overview

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On-trade vs off-trade split
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