

HW Hot Drinks in Belgium

November 2023

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2022 DEVELOPMENTS

Growing consumer demand for natural and organic products in Belgium boosts demand for no caffeine hot drinks

Natural is the best-selling claim in health and wellness hot drinks in 2022

Low fat sales on the increase at the end of the review period

PROSPECTS AND OPPORTUNITIES

Organic claim drives growth in health and wellness hot drinks over the forecast period

Plant-based shows most promise in health and wellness hot drinks during the forecast period

Growing demand for no caffeine expected during the forecast period

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Health and Wellness in Belgium - Industry Overview

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Overview

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