

Bottled Water in Belgium

November 2022

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Bottled Water in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

A long and hot summer supports sales of on-the-go bottled water, while still fares better than carbonated due to rise of soda machines
The fight against plastic continues to throw challenges at bottled water – and players find ways to be more sustainable
Functional bottled water wins over flavoured bottled water

PROSPECTS AND OPPORTUNITIES

Bottled water penetration will continue to decrease over the forecast period
Functional bottled water set grow in demand, with a number of new launches expected
More large formats and sustainable packaging expected in the face of ongoing plastic bashing

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