

Vending in Belgium

March 2023

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Vending in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fuller recovery of vending in 2022, following steep decline in 2020 and partial recovery in 2021, thanks to the lifting of restrictions
Sales of non-grocery products through vending likely to increase
Coca-Cola maintains its lead, as the top three players consolidate their positions

PROSPECTS AND OPPORTUNITIES

Vending to benefit from return to out-of-home activities over the forecast period
Innovation in payment methods is key for growth
Sales of non-grocery products through vending set to grow once inflation wanes

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