



Health and Wellness in Belgium

July 2024

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Health and Wellness in Belgium

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Belgium

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers display growing interest in no caffeine and organic hot drinks
Private label competing in terms of health and wellness as well as price
Low fat sales on the rise

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