



Spirits in Belgium

June 2024

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Spirits in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining category with brighter extremities
Limited editions, flavoured offerings and B-brands spark interest
Non-alcoholic spirits take centre stage in innovation

PROSPECTS AND OPPORTUNITIES

Total volume sales to continue on downward trajectory but non-alcoholic spirits offer a bright spot
Brand owners and retailers to continue investments in non-alcoholic spirits
Rise of smaller bottles and lighter packaging

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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