

# HW Soft Drinks in Belgium

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Health benefit and fortified/functional soft drinks rising in popularity  
No sugar is the leading claim in health and wellness soft drinks in 2022  
Low salt is the best performing claim in health and wellness soft drinks in 2022

### PROSPECTS AND OPPORTUNITIES

Health trend to benefit from investments in soft drinks over the forecast period  
Energy boosting to show most promise in health and wellness soft drinks during the forecast period  
High fibre to receive a boost within Belgian soft drinks over the forecast period

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Overview

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