



# Innovation: Food and Beverage in Belgium

June 2024

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Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

The rise of private label supports in-country launches in Belgium

Holistic wellness and sustainability shape F&B innovations in Belgium

New launches in Belgium in 2023: Packaged food

Holie expands with health-conscious and sustainable breakfast options

New launches in Belgium in 2023: Pet care

Smuldiër launches a natural, nutrient-enriched supplement for dogs

New launches in Belgium in 2023: Soft drinks

UK brand Hip Pop claims to produce soft drinks that taste good and do good

New launches in Belgium in 2023: Hot drinks

Pickwick launches variation box with four flavours for every part of your day

New launches in Belgium in 2023: Alcoholic drinks

Tails expands its ready-to-drink line as cocktail trend continues

Supermarkets lead launches while focusing on affordability

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Passport innovation industry coverage

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