



# Health and Wellness in Belgium

December 2025

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EXECUTIVE SUMMARY

Cost-conscious consumers prioritise value while health and wellness demand remains strong

INDUSTRY PERFORMANCE

Economic pressure drives downtrading while reshaping health and wellness choices  
Fortified/functional, plant-based and lifestyle-led health claims continue to gain traction

WHAT'S NEXT

Fortified/functional claims will become a key driver of growth across packaged food and drinks in Belgium

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HW Hot Drinks in Belgium

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health priorities accelerate a shift towards low sugar, natural and fortified/functional hot drinks

INDUSTRY PERFORMANCE

Cost pressures and health priorities impact hot drinks in Belgium during 2024  
Ongoing demand for natural and caffeine free hot drinks as consumers seek health benefits  
While inflation shifts consumer focus, organic tea continues to thrive in Belgium

WHAT'S NEXT

Health claims are set to drive premiumisation and innovation within hot drinks in Belgium  
Rising health awareness is set to support growth in caffeine-free and natural hot drinks in Belgium  
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HW Soft Drinks in Belgium

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified/functional, no sugar, and natural claims shape soft drinks in 2024

INDUSTRY PERFORMANCE

Fortified/functional benefits redefine soft drinks consumption in Belgium  
No sugar soft drinks maintains its lead during shifting consumer preferences  
The natural claim partners with eco-friendly packaging to shape soft drink trends

## WHAT'S NEXT

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### [HW Snacks in Belgium](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Functional benefits and premiumisation impacts demand for snacks in Belgium

## INDUSTRY PERFORMANCE

Value-driven choices shape snacks as fortified/functional benefits outperform price alone  
Vegetarian growth outpaces gluten-free as consumers prioritise broader health and functional benefits  
The no sugar claim gains traction when combined with added benefits

## WHAT'S NEXT

Premiumisation and fortified/functional benefits are set to shape the next phase of snack demand  
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### [HW Dairy Products and Alternatives in Belgium](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Growth for health and wellness claims is supported by easing price pressures in Belgium

## INDUSTRY PERFORMANCE

Price stabilisation spurs growth for health and wellness dairy products and alternatives  
The low fat claim continues to drive sales as private label strengthens its ranges  
The high protein trends gain momentum as consumers prioritise performance and wellbeing

## WHAT'S NEXT

Health-conscious indulgence and high protein trends are set to drive growth over the forecast period  
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[HW Cooking Ingredients and Meals in Belgium](#)

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High prices shape consumer choices while health-conscious innovation supports premium growth

## INDUSTRY PERFORMANCE

Economic pressures drive downtrading while health-conscious innovation grows in home cooking  
Inflation and purchasing power pressures constrain the organic claim in 2024  
Health benefits, dietary considerations, and sustainability factors drive sales of the vegetarian claim

## WHAT'S NEXT

Economic recovery and evolving consumer habits are set to boost health and wellness claims  
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HW Staple Foods in Belgium

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten-free and organic claims drive change and sales in Belgian staple foods

INDUSTRY PERFORMANCE

Health, natural ingredients, and plant-based trends drive Belgian staple foods in 2024  
Gluten free bread, pasta, and processed meats drive innovation and private label growth  
The organic claim benefits from rising interest in clean-label, sustainably sourced goods

WHAT'S NEXT

Premium health-focused staple foods are set to drive grow, but economic conditions may curb demand  
Health perceptions are set to drive mainstream adoption and private label expansion of gluten free products  
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