



# Health and Wellness in Belgium

December 2025

Table of Contents

## Health and Wellness in Belgium

### 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

Growth for the organic claim is set to be supported by sustainability and fresh coffee in Belgium

### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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

The fortified/functional claim is set to support growth and innovation in soft drinks in  
No sugar soft drinks is poised for moderate growth amid category stabilisation  
Natural soft drinks will gain momentum in Belgium amid health and sustainability trends

## CATEGORY DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

## COUNTRY REPORTS DISCLAIMER

### 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  
Gluten free growth is set to accelerate as premiumisation and claim pairing become increasingly important  
The no sugar claim shifts from differentiator to baseline as demand for added benefits intensifies

## CATEGORY DATA

- Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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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

There is set to be growth and innovation in low fat and lactose free claims

Ongoing demand for high protein products will be supported by lifestyle trends

## CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

## COUNTRY REPORTS DISCLAIMER

HW Cooking Ingredients and Meals in Belgium

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

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

Organic products are set to recover as inflation eases and innovation intensifies

Vegetarian and vegan claims are set to drive growth in meals and soups, aligned with evolving consumer habits

## CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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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 growth, but economic conditions may curb demand

Health perceptions are set to drive mainstream adoption and private label expansion of gluten free products

Rising demand for the organic claim is expected to fuel premiumisation in baked goods

#### CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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