



Euromonitor  
International

# Snacks in Belgium

July 2025

Table of Contents

## Snacks in Belgium

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025

Table 2 - Sales of Snacks by Category: Value 2020-2025

Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Snacks by Format: % Value 2020-2025

Table 9 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 10 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price rises drive strong current value growth

Mondelez to extend lead

Supermarkets to remain dominant

#### PROSPECTS AND OPPORTUNITIES

Falling prices set to boost demand

Technological developments to support innovation

EUDR to impact prices

Summary 2 - Other Chocolate Confectionery by Product Type: 2025

### CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2020-2025

Table 14 - Sales of Chocolate Confectionery by Category: Value 2020-2025

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025

Table 17 - Sales of Chocolate Tablets by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

## Gum in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Challenging conditions for gum

Perfetti Van Melle to stay far out in front despite share erosion

Convenience stores and discounters to make slight share gains

#### PROSPECTS AND OPPORTUNITIES

Impulse sales and innovation to support current value growth

Growing focus on additional benefits

Self-checkouts to provide opportunities for gum placement

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2020-2025

Table 26 - Sales of Gum by Category: Value 2020-2025

Table 27 - Sales of Gum by Category: % Volume Growth 2020-2025

Table 28 - Sales of Gum by Category: % Value Growth 2020-2025

Table 29 - Sales of Gum by Flavour: Rankings 2020-2025

Table 30 - NBO Company Shares of Gum: % Value 2021-2025

Table 31 - LBN Brand Shares of Gum: % Value 2022-2025

Table 32 - Distribution of Gum by Format: % Value 2020-2025

Table 33 - Forecast Sales of Gum by Category: Volume 2025-2030

Table 34 - Forecast Sales of Gum by Category: Value 2025-2030

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

## Sugar Confectionery in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

High prices and unhealthy image undermine sales

Haribo retains lead, while Solinest benefits from expansion of medicated confectionery

Supermarkets is the leading channel, while e-commerce expands

#### PROSPECTS AND OPPORTUNITIES

Impulse purchases and innovation to drive current value growth

Growing influence of social media

Ban on sale of tobacco products could open up space for sugar confectionery

Summary 3 - Other Sugar Confectionery by Product Type: 2025

#### CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2020-2025

Table 38 - Sales of Sugar Confectionery by Category: Value 2020-2025

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025

Table 41 - Sales of Chewy Candies by Type: % Value 2020-2025

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2020-2025  
 Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030  
 Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030  
 Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030  
 Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

## Ice Cream in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ice cream hit by increasing cost of raw materials  
 Leader faces growing competition from private label  
 Private label offer bolsters strength of supermarkets

#### PROSPECTS AND OPPORTUNITIES

Plant-based ice cream to see continued significant growth  
 Technological developments influencing innovation  
 Glacio to continue to focus on innovation

### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2020-2025  
 Table 50 - Sales of Ice Cream by Category: Value 2020-2025  
 Table 51 - Sales of Ice Cream by Category: % Volume Growth 2020-2025  
 Table 52 - Sales of Ice Cream by Category: % Value Growth 2020-2025  
 Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025  
 Table 54 - Sales of Impulse Ice Cream by Format: % Value 2020-2025  
 Table 55 - NBO Company Shares of Ice Cream: % Value 2021-2025  
 Table 56 - LBN Brand Shares of Ice Cream: % Value 2022-2025  
 Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025  
 Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025  
 Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025  
 Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025  
 Table 61 - Distribution of Ice Cream by Format: % Value 2020-2025  
 Table 62 - Forecast Sales of Ice Cream by Category: Volume 2025-2030  
 Table 63 - Forecast Sales of Ice Cream by Category: Value 2025-2030  
 Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030  
 Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

## Savoury Snacks in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Snackification, hectic lifestyles and mindful indulgence support growth  
 Smiths Food Group stays out in front  
 Supermarkets remains dominant but faces growing competition

#### PROSPECTS AND OPPORTUNITIES

Busy lifestyles and snackification to boost sales  
 Focus on health and wellness, and sustainability  
 Possible shift to foodservice as economic conditions improve  
 Summary 4 - Other Savoury Snacks by Product Type: 2025

### CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025  
 Table 67 - Sales of Savoury Snacks by Category: Value 2020-2025  
 Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025  
 Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025  
 Table 70 - NBO Company Shares of Savoury Snacks: % Value 2021-2025  
 Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025  
 Table 72 - Distribution of Savoury Snacks by Format: % Value 2020-2025  
 Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030  
 Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030  
 Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030  
 Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

## Sweet Biscuits, Snack Bars and Fruit Snacks in Belgium

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Varying performances across categories  
 Mondelez leads, but protein/energy bars player see strongest growth  
 Supermarkets faces growing competition

#### PROSPECTS AND OPPORTUNITIES

Contrary forces affecting volume sales  
 Lotus Bakeries joins forces with Mondelez  
 Protein/energy bars continues to align with key trend, but will face growing competition

#### CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025  
 Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025  
 Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025  
 Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025  
 Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025  
 Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025  
 Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025  
 Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025  
 Table 85 - NBO Company Shares of Snack Bars: % Value 2021-2025  
 Table 86 - LBN Brand Shares of Snack Bars: % Value 2022-2025  
 Table 87 - NBO Company Shares of Fruit Snacks: % Value 2021-2025  
 Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025  
 Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025  
 Table 90 - Distribution of Sweet Biscuits by Format: % Value 2020-2025  
 Table 91 - Distribution of Snack Bars by Format: % Value 2020-2025  
 Table 92 - Distribution of Fruit Snacks by Format: % Value 2020-2025  
 Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030  
 Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030  
 Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030  
 Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-belgium/report](http://www.euromonitor.com/snacks-in-belgium/report).