



Euromonitor  
International

# Cooking Ingredients and Meals in Belgium

November 2025

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## Cooking Ingredients and Meals in Belgium

### EXECUTIVE SUMMARY

Good performance as unit prices stabilise

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

#### WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect

Consumers to show sophistication in their product choices

Sunday opening to spur purchases of premium options

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Strong private label presence across cooking ingredients and meals

Lotus Bakeries creates dynamism through marketing and advertising

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Consumers to seek better quality, natural organic ingredients in their meals and soups

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#### KEY DATA FINDINGS

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Colruyt Group caters to both premium and economy demand with new launches

#### WHAT'S NEXT?

Slow rebound anticipated for chocolate spreads as cocoa prices drop from historical highs

Health and wellness to shape new product developments

Premiumisation trend to foster quality over quantity consumption

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