



# Staple Foods in Belgium

November 2025

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Economic stability and evolving eating habits support steady growth

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Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

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Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

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Artisanal producers retain leadership through quality and tradition

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### **KEY DATA FINDINGS**

#### **2025 DEVELOPMENTS**

Bread drives overall growth as consumers seek both health and comfort

Wholegrain and packaged leavened bread gain popularity

#### **INDUSTRY PERFORMANCE**

Local preferences and health awareness shape consumer choices

Health perception defines category trajectories

## WHAT'S NEXT?

Premiumisation and sophistication to sustain growth  
Naturalness, fibre content, and dietary niches to lead health trends  
Sustainability and digital innovation to shape the future

## COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through tradition and trust  
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Health perception challenges weigh on performance

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## WHAT'S NEXT?

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Balancing health reformulation and flavour appeal  
Innovation, sustainability, and digital engagement to shape the future

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Frozen processed vegetables lead growth through value and practicality

#### WHAT'S NEXT?

Modest growth ahead, led by frozen products

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Sustainability and technological advancement to support category evolution

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Sustainability and innovation accelerate structural change

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### COUNTRY REPORTS DISCLAIMER

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## KEY DATA FINDINGS

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Pasta leads growth amid falling prices and strong innovation

### INDUSTRY PERFORMANCE

Market shaped by affordability, variety, and lifestyle

Noodles benefit from the rise of Asian gastronomy

### WHAT'S NEXT?

Steady growth supported by premiumisation and global tastes

Health and wellness claims evolve toward functionality and tolerance

Sustainability and local sourcing gain importance

## COMPETITIVE LANDSCAPE

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