



Euromonitor
International

HW Snacks in Belgium

December 2025

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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

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[Health and Wellness in Belgium - Industry Overview](#)

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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