



**Euromonitor
International**

HW Dairy Products and Alternatives in Belgium

December 2025

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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

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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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