



HW Cooking Ingredients and Meals in Belgium

December 2025

Table of Contents

HW Cooking Ingredients and Meals in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High prices shape consumer choices while health-conscious innovation supports premium growth

INDUSTRY PERFORMANCE

Economic pressures drive downtrading while health-conscious innovation grows in home cooking

Inflation and purchasing power pressures constrain the organic claim in 2024

Health benefits, dietary considerations, and sustainability factors drive sales of the vegetarian claim

WHAT'S NEXT

Economic recovery and evolving consumer habits are set to boost health and wellness claims

Organic products are set to recover as inflation eases and innovation intensifies

Vegetarian and vegan claims are set to drive growth in meals and soups, aligned with evolving consumer habits

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

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/hw-cooking-ingredients-and-meals-in-belgium/report.