



HW Staple Foods in Belgium

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten-free and organic claims drive change and sales in Belgian staple foods

INDUSTRY PERFORMANCE

Health, natural ingredients, and plant-based trends drive Belgian staple foods in 2024

Gluten free bread, pasta, and processed meats drive innovation and private label growth

The organic claim benefits from rising interest in clean-label, sustainably sourced goods

WHAT'S NEXT

Premium health-focused staple foods are set to drive growth, but economic conditions may curb demand

Health perceptions are set to drive mainstream adoption and private label expansion of gluten free products

Rising demand for the organic claim is expected to fuel premiumisation in baked goods

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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