

Snacks in Belgium

Market Direction | 2022-07-08 | 78 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The relaxing of COVID-19 related restrictions in 2022 has led to consumers traveling more, enjoying social gatherings with family and friends, and spending time on the go and in the open air. There has also been a shift back to the workplace after a long period of remote working, although working from home remains much more common than before the pandemic and is likely to remain a prominent feature of working practices going forward. The return of more normal social and economic activity has led...

Euromonitor International's Snacks in Belgium report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Snacks in Belgium Euromonitor International July 2022

List Of Contents And Tables

SNACKS IN BELGIUM

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027 CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 [Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 [Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 ∏Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Larger brands gain even greater prominence through online campaigns

New product developments

Mondelez to retain lead

PROSPECTS AND OPPORTUNITIES

Growing interest in reduced sugar chocolate confectionery

Players working to improve supply chain

Strong focus on sustainability

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 ☐Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 [Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 [Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chewing gum demand supported by consumer focus on health and appearance

Indulgence trend prompts flavour innovation

Leading player, Cadbury, taps into demand for functional products

PROSPECTS AND OPPORTUNITIES

Environmental-awareness to exert growing influence

Growing interest in oral health and functionality

Revival of hectic lifestyles boosts demand for convenience

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 ☐Forecast Sales of Gum by Category: Value 2022-2027

Table 35 [Forecast Sales of Gum by Category: % Volume Growth 2022-2027 Table 36 [Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Novelty and functionality

Adapting to rising importance of online space

Haribo retains lead, with health and wellness exerting growing influence

PROSPECTS AND OPPORTUNITIES

Novelty appeals to consumers

Health and wellness trend to grow in influence

Packaging innovation

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2022

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 | Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 [Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 [Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vegan trend proves particularly influential

Isostar looks to increase volumes

Private label holds strong position, though Mondelez retains lead

PROSPECTS AND OPPORTUNITIES

Demand for natural ingredients and clean products

Continued demand for indulgence

Rising prices

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 [LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 ☐LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 IDistribution of Sweet Biscuits. Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 ☐ Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 ☐Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 ☐ Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 [Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 | Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 [Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 ∏Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased interest in portion control

Collaboration targets local demand

Leader loses share

PROSPECTS AND OPPORTUNITIES

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued rise in popularity of plant-based ice cream

Foodservice innovation

Social responsibility gaining in importance with rise in ethical consumerism

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 ☐LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 ∏LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 ☐Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 [Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 ∏Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 [Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing interest in local products

Addressing foodservice challenges during COVID-19 crisis

Smiths Food Group benefits from PepsiCo?s strong brand offer

PROSPECTS AND OPPORTUNITIES

Continued consumer interest in healthier snacking

Return of on-the-go consumption

COVID-19 crisis reinforces foundation of sustainability trend

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2022

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 ∏Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 [Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$ - Complete the relevant blank fields and sign

Snacks in Belgium

Market Direction | 2022-07-08 | 78 pages | Euromonitor

Single User Licence Multiple User License (1 Site) Multiple User License (Global) Flease circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. *Presse circle the relevant license option. For any questions please contact support@scotts-international.com or 0	Select license	License			Price	
Multiple User License (Global) VAT Total *Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. **YAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Email* Phone* Last Name* Ob title* Company Name* EU Vat / Tax ID / NIP number* Address* City*		Single User Licence				0.00
Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU **Email* Phone* Last Name* Ob title* Company Name* EU Vat / Tax ID / NIP number* Address* City*		Multiple User License (1 Site)				0.00
Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU **mail* Phone* irst Name* Last Name* bb title* **company Name* EU Vat / Tax ID / NIP number* ddress* City*		Multiple User License (G	ilobal)		€525	0.00
Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid Elemail* Phone* Last Name* ob title* Company Name* EU Vat / Tax ID / NIP number* Address* City*						
** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU **mail* irst Name* Last Name* Company Name* EU Vat / Tax ID / NIP number* City*					Total	
company Name* EU Vat / Tax ID / NIP number* coddress* City*		at 23% for Polish based comp		companies who are unable	to provide a valid E	EU Vat
company Name* EU Vat / Tax ID / NIP number* coddress* City*		at 23% for Polish based comp		companies who are unable	to provide a valid E	EU Vat
Company Name* EU Vat / Tax ID / NIP number* Address* City*	:mail*	at 23% for Polish based comp	Phone*	companies who are unable	to provide a valid E	EU Vat
ddress* City*	mail* [irst Name*	at 23% for Polish based comp	Phone*	companies who are unable	to provide a valid E	EU Vat
	imail* [at 23% for Polish based comp	Phone*	companies who are unable	to provide a valid E	EU Vat
'in Code* Country*	imail* irst Name* bb title*	at 23% for Polish based comp	Phone* Last Name*		to provide a valid E	EU Vat
Country	Email* First Name* ob title* Company Name*	at 23% for Polish based comp	Phone* Last Name* EU Vat / Tax ID		to provide a valid E	EU Vat
Date 2025-05-04	Email* First Name* ob title* Company Name* Address*	at 23% for Polish based comp	Phone* Last Name* EU Vat / Tax ID		to provide a valid E	EU Vat
Signature	Email* First Name* ob title* Company Name*	at 23% for Polish based comp	Phone* Last Name* EU Vat / Tax ID City* Country*	/ NIP number*	to provide a valid E	EU Vat

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com