

Staple Foods in Belgium

Market Direction | 2022-11-16 | 65 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

While current retail value growth in 2022 remains positive, retail volume growth is set to decline for the staple foods landscape. Sales surged in 2020 and 2021 due to the outbreak of COVID-19 and associated lockdowns and home seclusion. While restrictions began to lift in 2021, many consumers remained cautious and continued working from home, supporting sales, with the home cooking trend growing. Moving into 2022, foodservice outlets are posting higher levels of recovery, as more consumers are...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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:

Staple Foods in Belgium

Euromonitor International

November 2022

List Of Contents And Tables

STAPLE FOODS IN BELGIUM

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2017-2022

Table 2 Sales of Staple Foods by Category: Value 2017-2022

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

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

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

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

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

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

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

Table 10 Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

The health and wellness trend is challenging volume sales of baked goods

Local production is attracting consumers, while premium goods drive value

Artisanal bakeries continue to hold the majority of value share within baked goods

PROSPECTS AND OPPORTUNITIES

Consumption of baked goods remains under pressure over the forecasting period

The number of bakeries will continue to decrease in the coming years

Local and organic goods will be key trends over the forecast period

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2017-2022

Table 14 Sales of Baked Goods by Category: Value 2017-2022

Table 15 Sales of Baked Goods 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 Baked Goods by Category: % Value Growth 2017-2022

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

Table 18 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 19 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 20 Distribution of Baked Goods by Format: % Value 2017-2022

Table 21 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 22 □Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

BREAKFAST CEREALS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Breakfast cereals record a volume decline as consumers return to on-the-go consumption

Muesli and granola gain, while children's breakfast cereals look to innovate

Kellogg retains its strong leadership overall due to its extensive portfolio

PROSPECTS AND OPPORTUNITIES

Muesli and granola offer options for growth on a declining landscape

Players with strong CSR policies gain value share over the forecast period

Children's breakfast cereal will innovate, combining fun with nutrition

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 26 Sales of Breakfast Cereals by Category: Value 2017-2022

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

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

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 31 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

The reduction of meat consumption impacts sales on the landscape

Processed meat, seafood and alternatives to meat boost volume growth

Private label retains its leads, while branded players launch meat alternatives

PROSPECTS AND OPPORTUNITIES

Innovations and storytelling are tools to boost volume sales over the coming years

Meat alternatives face challenges across the forecast period

Clean labels and better Nutri-scores will be the key to optimal growth

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022

Table 45 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 46 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 47 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022

Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 49 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

PROCESSED FRUIT AND VEGETABLES IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fresh fruit and vegetables remain a challenge for retail volume sales

Frozen processed fruit and vegetables record the highest levels of volume growth

Private label leads, offering quality aligned to branded players

PROSPECTS AND OPPORTUNITIES

Consumption declines: however, frozen goods have an opportunity for growth

Clean labelling drives sales as consumers choose products in line with health trends

Packaging will become more sustainable, in line with consumers growing demands

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 61 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

RICE, PASTA AND NOODLES IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Eating out of the home impacts volume sales of rice, pasta and noodles

Health and wellness shape the landscape, reflected in product innovations

Private label leads with affordable, sophisticated products

PROSPECTS AND OPPORTUNITIES

Stable volume growth as the health and wellness trend shapes innovations

Packaging is used to promote health and wellness credentials

Narratives and promotions boost sales and support brand awareness

CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2017-2022

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 69 NBO Company Shares of Rice: % Value 2018-2022

Table 70 LBN Brand Shares of Rice: % Value 2019-2022

Table 71 NBO Company Shares of Pasta: % Value 2018-2022

Table 72 LBN Brand Shares of Pasta: % Value 2019-2022

Table 73 NBO Company Shares of Noodles: % Value 2018-2022

Table 74 LBN Brand Shares of Noodles: % Value 2019-2022

Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022

Table 76 Distribution of Rice by Format: % Value 2017-2022

Table 77 Distribution of Pasta by Format: % Value 2017-2022

Table 78 Distribution of Noodles by Format: % Value 2017-2022

Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027

Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027

Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027

Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

Staple Foods in Belgium

Market Direction | 2022-11-16 | 65 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*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 Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com