

## **Snacks in Belgium**

Market Direction | 2023-06-28 | 76 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Snacks has seen solid retail volume growth in Belgium in recent years, and this is set to continue in 2023, due to the increasing demand for convenient and healthier snacking options amongst consumers. This growth has been further fuelled by the emergence of e-commerce platforms, making it more convenient for customers to purchase snacks online. In addition, there has been growing demand for snacks that are made from natural ingredients, as consumers are becoming more health-conscious. In respon...

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 2018-2022, 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 2027, 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Snacks in Belgium  
Euromonitor International  
June 2023

List Of Contents And Tables

### **SNACKS IN BELGIUM**

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

#### **MARKET DATA**

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **CHOCOLATE CONFECTIONERY IN BELGIUM**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Gifting formats recover from the impact of COVID-19

Growing popularity of artisanal chocolate products

Salmonella in Barry Callebaut factory disrupts the supply chain for leading players

#### **PROSPECTS AND OPPORTUNITIES**

Focus on healthy indulgence

Sustainability focus and recyclable packaging

End to child labour: The biggest threat to chocolate confectionery

#### **CATEGORY DATA**

Summary 2 Other Chocolate Confectionery by Product Type: 2023

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## GUM IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Impulse sales rebound, with national brands driving growth

Perfetti Van Melle acquires the Mondelez gum business

Companies are transitioning to sustainable packaging solutions

#### PROSPECTS AND OPPORTUNITIES

Consumers are looking for lower sugar content combined with indulgence

More products now come with functional benefits

### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 Sales of Gum by Flavour: Rankings 2018-2023

Table 30 NBO Company Shares of Gum: % Value 2019-2023

Table 31 LBN Brand Shares of Gum: % Value 2020-2023

Table 32 Distribution of Gum by Format: % Value 2018-2023

Table 33 Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 □Forecast Sales of Gum by Category: Value 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

## SUGAR CONFECTIONERY IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Focus on indulgence, with tasty and pleasurable innovations

Cost-of-living crisis impacts impulse purchases

Consumers are looking for sustainable brands

#### PROSPECTS AND OPPORTUNITIES

Smaller format on-the-go products in multipack format will see high demand

Purchasing behaviour is changing for impulse products

Lower sugar content may be a big selling point in some categories

### CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2023

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023  
 Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023  
 Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023  
 Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023  
 Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023  
 Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028  
 Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028  
 Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028  
 Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers are seeking healthy indulgence options  
 Snack bars leverages the health trend  
 Private label increases its already strong presence as inflation remains high

#### PROSPECTS AND OPPORTUNITIES

Demand set to rise for local and natural ingredients  
 Rising popularity of organic and gluten-free products...  
 ...while vegan products face some challenges

#### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023  
 Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023  
 Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023  
 Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023  
 Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023  
 Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023  
 Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023  
 Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023  
 Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023  
 Table 58 □LBN Brand Shares of Snack Bars: % Value 2020-2023  
 Table 59 □NBO Company Shares of Fruit Snacks: % Value 2019-2023  
 Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023  
 Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023  
 Table 62 □Distribution of Sweet Biscuits by Format: % Value 2018-2023  
 Table 63 □Distribution of Snack Bars by Format: % Value 2018-2023  
 Table 64 □Distribution of Fruit Snacks by Format: % Value 2018-2023  
 Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028  
 Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028  
 Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028  
 Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## ICE CREAM IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased demand for bite-size formats  
 Local sourcing and local collaborations are routes to success  
 Availability of vegan products on the rise

#### 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

Consumers will continue to look for indulgence  
Health aspect of products likely to have rising importance  
Sustainability is becoming increasingly important

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2018-2023  
Table 70 Sales of Ice Cream by Category: Value 2018-2023  
Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023  
Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023  
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023  
Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023  
Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023  
Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023  
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023  
Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023  
Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023  
Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023  
Table 81 □Distribution of Ice Cream by Format: % Value 2018-2023  
Table 82 □Forecast Sales of Ice Cream by Category: Volume 2023-2028  
Table 83 □Forecast Sales of Ice Cream by Category: Value 2023-2028  
Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028  
Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

#### SAVOURY SNACKS IN BELGIUM

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

More consumers look for healthier snacking options  
Consumers are willing to try new flavours  
Private label share increases as inflation remains high

##### PROSPECTS AND OPPORTUNITIES

Rising demand expected for alternative snacking options  
Sustainability and a focus on local are on the agenda

#### CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2023  
Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023  
Table 87 Sales of Savoury Snacks by Category: Value 2018-2023  
Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023  
Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023  
Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023  
Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023  
Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023  
Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028  
Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028  
Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028  
Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Snacks in Belgium

Market Direction | 2023-06-28 | 76 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="2025-05-05"/>
		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