

**Consumer Foodservice in Belgium**

Market Direction | 2024-02-15 | 91 pages | Euromonitor

**AVAILABLE LICENSES:**

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

**Report description:**

Inflationary pressures have had a major impact on consumer foodservice in Belgium, with the spike in retail prices translating into more expensive dishes and menus, whilst lower consumer purchasing power has stifled demand. Out of home expenditure rebounded well in 2022, due mainly to the good weather and post-pandemic recovery, although it was still partially affected by restrictions related to COVID-19, especially during evening and night-time dining occasions. Full-service restaurants reopene...

Euromonitor International's Consumer Foodservice in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

**Why buy this report?**

- \* Get a detailed picture of the Consumer Foodservice 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:**

Consumer Foodservice in Belgium

Euromonitor International

February 2024

### List Of Contents And Tables

#### **CONSUMER FOODSERVICE IN BELGIUM**

##### **EXECUTIVE SUMMARY**

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

##### **MARKET DATA**

Table 1 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 5 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 6 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 7 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 8 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 9 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 10 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 11 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 12 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 13 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

##### **DISCLAIMER**

##### **SOURCES**

Summary 1 Research Sources

#### **LIMITED-SERVICE RESTAURANTS IN BELGIUM**

##### **KEY DATA FINDINGS**

##### **2023 DEVELOPMENTS**

Limited-service restaurants witness moderate growth amid economic challenges

Players focus on developing online ordering

Chained limited-service restaurants continue to expand

##### **PROSPECTS AND OPPORTUNITIES**

Positive outlook for limited-service restaurants

Bakeries to regain dynamism

From ghost kitchen to virtual food hall

##### **CATEGORY DATA**

Table 14 Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Table 15 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

**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 in Limited-Service Restaurants by Category: Foodservice Value 2018-2023

Table 17 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 18 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 19 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 20 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023

Table 21 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023

Table 22 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028

Table 23 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028

Table 24 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028

Table 25 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 26 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 27 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

## CAFES/BARS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cafes/bars struggle in post-pandemic era

High rate of closures within independent cafes and bar/pubs

Specialist coffee and tea shops enjoy dynamism

#### PROSPECTS AND OPPORTUNITIES

High level of fragmentation dents cafes/bars performance

Leading chains to gain further share in smoothie bars and specialist coffee and tea shops

Premiumisation in coffee culture to favour specialist coffee and tea shops

#### CATEGORY DATA

Table 28 Cafes/Bars by Category: Units/Outlets 2018-2023

Table 29 Sales in Cafes/Bars by Category: Number of Transactions 2018-2023

Table 30 Sales in Cafes/Bars by Category: Foodservice Value 2018-2023

Table 31 Cafes/Bars by Category: % Units/Outlets Growth 2018-2023

Table 32 Sales in Cafes/Bars by Category: % Transaction Growth 2018-2023

Table 33 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2018-2023

Table 34 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2019-2023

Table 35 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2020-2023

Table 36 Forecast Cafes/Bars by Category: Units/Outlets 2023-2028

Table 37 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2023-2028

Table 38 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2023-2028

Table 39 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2023-2028

Table 40 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2023-2028

Table 41 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2023-2028

## FULL-SERVICE RESTAURANTS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Full-service restaurants struggle to recover to pre-pandemic sales levels

High prices and competition harms the performance of European full-service restaurants

Good mussels season proves positive for full-service restaurants

#### PROSPECTS AND OPPORTUNITIES

Recovery likely for full-service restaurants

Competition from limited-service restaurants to keep growing

Full-service restaurants to remain highly fragmented

## CATEGORY DATA

Table 42 Full-Service Restaurants by Category: Units/Outlets 2018-2023  
Table 43 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023  
Table 44 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023  
Table 45 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023  
Table 46 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023  
Table 47 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023  
Table 48 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023  
Table 49 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023  
Table 50 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028  
Table 51 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028  
Table 52 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028  
Table 53 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028  
Table 54 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028  
Table 55 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

## SELF-SERVICE CAFETERIAS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Outlet expansion and higher prices drive positive performance  
Lunch Garden successfully repositions its brand for the family market

Frit Autentic launches in Belgium

#### PROSPECTS AND OPPORTUNITIES

More positive outlook but challenges remain

Lunch Garden to retain its leading position

Frit Autentic expected to perform well

## CATEGORY DATA

Table 56 Self-Service Cafeterias: Units/Outlets 2018-2023  
Table 57 Sales in Self-Service Cafeterias: Number of Transactions 2018-2023  
Table 58 Sales in Self-Service Cafeterias: Foodservice Value 2018-2023  
Table 59 Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023  
Table 60 Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023  
Table 61 Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023  
Table 62 GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2023  
Table 63 GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2020-2023  
Table 64 Forecast Self-Service Cafeterias: Units/Outlets 2023-2028  
Table 65 □Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028  
Table 66 □Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028  
Table 67 □Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028  
Table 68 □Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028  
Table 69 □Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028

## STREET STALLS/KIOSKS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Street stalls/kiosks affected by inflationary crisis

Niche sweet and dessert offerings bring dynamism

Card payments developing well in street stalls/kiosks

#### PROSPECTS AND OPPORTUNITIES

Street stalls/kiosks to benefit from stable economic factors

Higher prices expected in 2024

Food and digital technology to help fuel growth

#### CATEGORY DATA

Table 70 Street Stalls/Kiosks: Units/Outlets 2018-2023

Table 71 Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023

Table 72 Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023

Table 73 Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023

Table 74 Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023

Table 75 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023

Table 76 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023

Table 77 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023

Table 78 Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028

Table 79 □Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028

Table 80 □Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028

Table 81 □Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028

Table 82 □Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028

Table 83 □Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

#### CONSUMER FOODSERVICE BY LOCATION IN BELGIUM

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stand-alone operators experience difficulties in 2023

Retail locations enjoy steady growth

Travel locations struggle to recover to pre-pandemic levels

#### PROSPECTS AND OPPORTUNITIES

Standalone locations face further challenges

Travel locations to experience growth

#### CATEGORY DATA

Table 84 Consumer Foodservice by Location: Units/Outlets 2018-2023

Table 85 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023

Table 86 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023

Table 87 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023

Table 88 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023

Table 89 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023

Table 90 Consumer Foodservice through Standalone: Units/Outlets 2018-2023

Table 91 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023

Table 92 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023

Table 93 □Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023

Table 94 □Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023

Table 95 □Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023

Table 96 □Consumer Foodservice through Leisure: Units/Outlets 2018-2023

Table 97 □Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023

Table 98 □Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023

Table 99 □Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023

Table 100 □Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023

Table 101 □Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023

Table 102 □Consumer Foodservice through Retail: Units/Outlets 2018-2023

Table 103 ☐Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023  
 Table 104 ☐Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023  
 Table 105 ☐Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023  
 Table 106 ☐Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023  
 Table 107 ☐Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023  
 Table 108 ☐Consumer Foodservice through Lodging: Units/Outlets 2018-2023  
 Table 109 ☐Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023  
 Table 110 ☐Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023  
 Table 111 ☐Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023  
 Table 112 ☐Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023  
 Table 113 ☐Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023  
 Table 114 ☐Consumer Foodservice through Travel: Units/Outlets 2018-2023  
 Table 115 ☐Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023  
 Table 116 ☐Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023  
 Table 117 ☐Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023  
 Table 118 ☐Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023  
 Table 119 ☐Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023  
 Table 120 ☐Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028  
 Table 121 ☐Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028  
 Table 122 ☐Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028  
 Table 123 ☐Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028  
 Table 124 ☐Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028  
 Table 125 ☐Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028  
 Table 126 ☐Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028  
 Table 127 ☐Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028  
 Table 128 ☐Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028  
 Table 129 ☐Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028  
 Table 130 ☐Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028  
 Table 131 ☐Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028  
 Table 132 ☐Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028  
 Table 133 ☐Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028  
 Table 134 ☐Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028  
 Table 135 ☐Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028  
 Table 136 ☐Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028  
 Table 137 ☐Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028  
 Table 138 ☐Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028  
 Table 139 ☐Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028  
 Table 140 ☐Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028  
 Table 141 ☐Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028  
 Table 142 ☐Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028  
 Table 143 ☐Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028  
 Table 144 ☐Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028  
 Table 145 ☐Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028  
 Table 146 ☐Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028  
 Table 147 ☐Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028  
 Table 148 ☐Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028  
 Table 149 ☐Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028

Table 150 □Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028

Table 151 □Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028

Table 152 □Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028

Table 153 □Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028

Table 154 □Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028

Table 155 □Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

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

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

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

**Consumer Foodservice in Belgium**

Market Direction | 2024-02-15 | 91 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

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

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

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