

Belgium: Consumer Profile

Market Direction | 2025-01-15 | 45 pages | Euromonitor

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Report description:

Belgium is seeing a rise in single-person households and an ageing population, shaping demand for wellness and healthcare products. Sustainability concerns remain high, contributing to sales of eco-friendly, energy-efficient goods. Inflation has, however, prompted a cost-conscious approach, with consumers prioritising quality and value. Urban centres, especially Brussels, continue to be key hubs for expenditure, reflecting Belgium's diverse and multicultural consumer landscape.

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Euromonitor's Belgium: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- * Get a detailed picture of the Economy 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.

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Scope

Key findings

Key drivers affecting consumers in Belgium in 2023

How developments today shape the consumers of tomorrow

Net migration supports population growth amid ageing

Obesity and health risks rise amid low engagement with health consciousness

Millennials to become Belgium's largest generation

Urbanisation surge contrasts with shrinking workforce in Belgian cities

Opportunities for growth

Single-person households surge as family dynamics shift

Stable housing market aligns with growing demand for comfort and energy efficiency

Ageing household heads drive demand for accessible services and gendered spending habits

Digital adoption and smart home technology transform Belgian households

Rising food and service prices drive inflation while housing costs drop

Millennials and Gen Z drive experience spending in Belgium

Older generations to drive luxury spending

Brussels leads in spending as Ghent and Bruges emerge as growing consumer markets

Generational willingness to pay more highlights preference for quality

Some consumers embrace frugality and quality in response to rising living costs

Environmental consciousness grows among Belgian consumers across generations

Mixed financial confidence with a focus on savings among Belgian consumers

High salary and adapting to AI-driven changes dominate Belgian work priorities

Key takeaways

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