



# Fragrances in Belgium

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Fragrances Summary

## INDUSTRY PERFORMANCE

Premium and Mass Fragrances Show Steady Growth, Driven by Consumer Lifestyle Shifts

Calvin Klein'S Body Mists Capture Fast-Growing Demand for Casual and Accessible Scents

Chart 1 - Calvin Klein Launches Its First Body Mists

Innovative Wellness and Sustainability Trends Reshape Consumer Behaviour

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

## WHAT'S NEXT?

Premium and Mass Fragrances Expected to Benefit From Evolving Consumer Lifestyles and Spending Power

Body Mists Set to Continue Gaining Traction, Catering to Consumers' Casual Scent Preferences

Brands Adopting Sustainability and Wellness Innovations Anticipated to Strengthen Consumer Loyalty and Premium Appeal

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Fragmented Market Control through Premium Positioning

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

## CHANNELS

Beauty Specialists Lead as Health and Personal Care Stores Grow Rapidly

Douglas Expands Flagship Presence and Loyalty for Stronger Brand Engagement

E-Commerce Growth Driven by Price Stability and Multichannel Retailer Development

Chart 9 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 10 - Economic Context for Fragrances

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 13 - Consumer Context for Fragrances

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Belgium - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Premium Dermocosmetics and Mass Brands Drive Value Growth Amid Stable Economic Conditions

Skin Care Leads Value Sales, Driven by Innovation in Dermocosmetics

Chart 18 - Cerave Development Boosts Demand for Mass Dermocosmetics

L'Oréal'S Ai-Powered Assistant Accelerates Personalised Beauty Adoption in Belgium

Chart 19 - L'oréal Launches Beauty Genius, an Ai Personal Beauty Assistant

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers' Increased Confidence in Spending Expected to Drive Steady Value Growth

Skin Care Set to Solidify Leadership, While Colour Cosmetics Lead Growth Momentum

Personalisation and Sustainability Anticipated to Reshape Consumer Choices

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Stronghold, While Emerging Companies Gain Ground

Innovative Launches and Evolving Consumer Trends Create Growth Opportunities

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Supermarkets and Health and Beauty Specialists Lead Growth through Promotion and Assortment

Sephora'S Market Entry Set to Accelerate Personalisation in Beauty Retail

Retail E-Commerce Gains Share with Digital Platforms and Social Media Influence

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fragrances-in-belgium/report](http://www.euromonitor.com/fragrances-in-belgium/report).