Euromonitor International

Baked Goods in Belgium

November 2025

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Baked Goods in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bread drives overall growth as consumers seek both health and comfort
Wholegrain and packaged leavened bread gain popularity

INDUSTRY PERFORMANCE

Local preferences and health awareness shape consumer choices
Health perception defines category trajectories

WHAT'S NEXT?

Premiumisation and sophistication to sustain growth
Naturalness, fibre content, and dietary niches to lead health trends
Sustainability and digital innovation to shape the future

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through tradition and trust
Nutrition & Santé Benelux SA gains traction with health-focused portfolio

CHANNELS

Supermarkets strengthen leadership, while micro-bakeries thrive on authenticity
E-commerce gains traction with convenience and local focus

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Staple Foods in Belgium - Industry Overview

EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices
Consumers balance wellness, value, and sustainability
Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition
Innovation and sustainability drive growth in plant-based products

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