

Megatrends in Belgium

July 2023

Table of Contents

Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Colruyt tests unmanned vehicles for last-mile delivery

Millennials are making greater use of tech

Convenient transport options are a priority

Shoppers want to see before they buy...

...but are attracted to the convenience of online shopping

Younger generations are too busy to cook

Digital living

Telenet launches a 360-degree WiFi system

Belgians lag behind their global peers in most areas of tech

Most consumers actively manage their data settings

Millennials most likely to value online anonymity

Friends and family remain the most important source of information

Consumers expect more activities to go online

Diversity and inclusion

Belgium's AB InBev introduces Ukrainian beer brand

Gen X are the most vocal when it comes to expressing political opinion

Millennials want to change the world

Most Belgians are comfortable expressing their identity

Older consumers most likely to buy from trusted companies

Experience more

Orange Belgium and Microsoft launch new cloud gaming subscription service

Friends meet more frequently online

Belgians have a fondness for outdoor activities

Consumers enjoy tailored experiences

More than a fifth of Belgians engage in online video gaming

Personalisation

Action launches new loyalty app allowing for personalised promotions

Belgians are keen to cultivate their online image

Tailor-made products and services are gaining traction

Premiumisation

Le Pain Quotidien launches ecological cannabis bread

Consumers seek tailored experiences but don't want to stand out

Millennials are the most confident in their long-term investments

Taste and quality are paramount in Belgium

Pursuit of value

Decathlon trials new sports equipment subscription service

Belgian consumers like to find bargains

Older generations more concerned about the price of everyday items going up

Belgian consumers are invested in the circular economy

Older generations not as keen to increase their savings as younger cohorts

Shopper reinvented

Amazon launches first dedicated platform for the Belgian market

Belgians want curated experiences tailored to their personal tastes

Belgians far more likely to purchase their travel arrangements online

Belgians not as engaged online as their global counterparts

Baby Boomers not as comfortable engaging online as other cohorts are

Sustainable living

Fost Plus and Morssinkhof Plastics build a recycling plant
Nearly 60% of Belgians are trying to have a positive impact on the planet
Older generations more interested in recycling and repairing their items
Using more energy-efficient products is more important to Belgian consumers than average
Consumers are keen to make their voices heard
Recyclable packaging preferred by Belgian consumers
Wellness
Delhaize introduces cauliflower-based cheese
Belgians are less actively engaged in wellbeing activities than global average
Younger cohorts take better care of their health and wellbeing than older generations do
Belgians are less concerned about health and safety when they leave their homes

MEGATRENDS IN BELGIUM

Leverage the power of megatrends to shape your strategy today

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/megatrends-in-belgium/report.