

# HW Dairy Products and Alternatives in Belgium

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dairy-free alternatives and high protein dairy products drive growth, while parents also seek organic for their offspring  
Low fat is the largest category in health and wellness dairy products and alternatives in 2022, while EU legislation limits trans fats  
Digestive health gaining importance within health and wellness dairy products and alternatives in 2022

#### PROSPECTS AND OPPORTUNITIES

High protein dairy products enjoy considerable potential in health and wellness dairy products and alternatives over the forecast period  
Vegan and plant-based products show the most promise in health and wellness dairy products and alternatives during the forecast period  
Increased forecast period uptake of keto during the forecast period

#### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Belgium - Industry Overview

### EXECUTIVE SUMMARY

Overview

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