



Traditional Grocery Retailers in Belgium

February 2022

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Traditional Grocery Retailers in Belgium - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 and competition from other channels affects the category's performance in 2021

Highly fragmented competitive landscape with "others" holding the majority share

Lack of tourism impacts traditional chocolate retailers

PROSPECTS AND OPPORTUNITIES

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Positive factors: the recovery of tourism and return to office work

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