Health and Wellness in Belgium

December 2025

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Cost-conscious consumers prioritise value while health and wellness demand remains strong

INDUSTRY PERFORMANCE

Economic pressure drives downtrading while reshaping health and wellness choices

Fortified/functional, plant-based and lifestyle-led health claims continue to gain traction

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HW Hot Drinks in Belgium

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INDUSTRY PERFORMANCE

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HW Staple Foods in Belgium

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WHAT'S NEXT

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