



# Chocolate Confectionery in Belgium

July 2026

Table of Contents

## Chocolate Confectionery in Belgium - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Chocolate Confectionery Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

### INDUSTRY PERFORMANCE

Mondelez and Lotus Bakeries Reshape Competition through Premium Co-Branding

Chart 2 - Guylian Launches Temptations Mix

Tablets Benefit From Clean-Label Demand as Value and Volume Surge

Tightening Regulation and Guylian's Sustainability Milestone Drives Ethical Sourcing

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

### WHAT'S NEXT?

Declining Cocoa Prices Will Support Positive Growth as Seasonal Chocolate Leads Recovery

Tablets to Retain Lead as Clean-Label and Ethical Sourcing Become Core Purchase Drivers

Chart 6 - Analyst Insight for Chocolate Confectionery

Consolidation Will Accelerate as Co-Branded Alliances Reshape Belgium's Chocolate Confectionery

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Mondelez Leverages Co-Branding to Extend Its Lead

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

### CHANNELS

Supermarkets Retains Lead Despite Persistent Competition

Retail E-Commerce Wins on Convenience and Assortment

Busy Lifestyles and Digital Strategy Reshape Snacking Habits

Chart 11 - Retail Channels 2021-2026

### PRODUCTS

Mondelez and Lotus Bakeries Combine Strengths to Lead Premium Shelf Space

Chart 12 - Mondelez and Lotus Bakeries Launch Côte d'Or Biscoff

Guylian Raises Sustainability Standards and Broadens Ethical Gifting Appeal

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

## INDUSTRY PERFORMANCE

Snacks Records Steady Growth as Falling Prices, Rising Incomes and Indulgence Converge

Regulatory Pressure and Shifting Demand Will Reshape Belgium's Snacks Marke

Snackification and Functional Innovation Drive Growth as Health and Convenience Expands

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

## WHAT'S NEXT?

Declining Prices, Mindful Indulgence and Sustainability Will Drive Snacks' Growth

Chart 22 - Analyst Insight for Snacks

Growing Snackification and Functional Claims Will Drive Sustained Demand

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Mondelez Leverages Co-Branding to Reinforce Premium Positioning

Health-Conscious Consumers Drive Growth for Niche Free-From and Low-Sugar Players

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

## CHANNELS

Supermarkets Maintain Lead through Promotion and Price Strategies

Retail E-Commerce Outpaces Vending as Shoppers Shift Online

Discounters and Convenience Retailers Adapt to Evolving Consumption Patterns

Chart 27 - Retail Channels 2021-2026

## PRODUCTS

Guylian Sets New Sustainability Benchmark as Shoppers Reward Ethical Sourcing

Chart 28 - Guylian Launches Temptations Mix

Croky'S Flavour Expansion Targets Snackification and Broadens Meal Replacement Occasions

Chart 29 - Croky Expands Tortilla Range

Ben and Jerry'S and Lotus Bakeries Drive Growth with Mindful Indulgence and Functional Snacking

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

## 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/chocolate-confectionery-in-belgium/report](http://www.euromonitor.com/chocolate-confectionery-in-belgium/report).