



Staple Foods in Belgium

November 2025

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Staple Foods in Belgium

EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition

Innovation and sustainability drive growth in plant-based products

CHANNELS

Supermarkets consolidate their leading role through flexibility and accessibility

E-commerce expands through convenience and premium differentiation

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Baked Goods in Belgium

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Bread drives overall growth as consumers seek both health and comfort

Wholegrain and packaged leavened bread gain popularity

INDUSTRY PERFORMANCE

Local preferences and health awareness shape consumer choices

Health perception defines category trajectories

WHAT'S NEXT?

Premiumisation and sophistication to sustain growth
Naturalness, fibre content, and dietary niches to lead health trends
Sustainability and digital innovation to shape the future

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through tradition and trust
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CHANNELS

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[Breakfast Cereals in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health perception challenges weigh on performance

INDUSTRY PERFORMANCE

Localised preferences and clean-label reformulation
Muesli and granola outperform the rest of the category

WHAT'S NEXT?

Continued pressure on volumes as consumer habits evolve
Balancing health reformulation and flavour appeal
Innovation, sustainability, and digital engagement to shape the future

COMPETITIVE LANDSCAPE

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[Processed Fruit and Vegetables in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience sustains sales amid subdued health perception

INDUSTRY PERFORMANCE

Balancing affordability, convenience, and freshness

Frozen processed vegetables lead growth through value and practicality

WHAT'S NEXT?

Modest growth ahead, led by frozen products

Premiumisation and naturalness to shape consumer demand

Sustainability and technological advancement to support category evolution

COMPETITIVE LANDSCAPE

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CHANNELS

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[Processed Meat, Seafood and Alternatives To Meat in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining volumes amid health and sustainability concerns

INDUSTRY PERFORMANCE

Domestic preferences shape the evolution of the protein market

Chilled meat and seafood substitutes lead category growth

WHAT'S NEXT?

Moderate growth, sustained by alternatives and reformulation

Plant-based innovation and natural claims to drive product development

Sustainability and innovation accelerate structural change

COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Belgium](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pasta leads growth amid falling prices and strong innovation

INDUSTRY PERFORMANCE

Market shaped by affordability, variety, and lifestyle

Noodles benefit from the rise of Asian gastronomy

WHAT'S NEXT?

Steady growth supported by premiumisation and global tastes

Health and wellness claims evolve toward functionality and tolerance

Sustainability and local sourcing gain importance

COMPETITIVE LANDSCAPE

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CHANNELS

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