



Euromonitor
International

Ice Cream in Belgium

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Purchasing Power and Consumer Demand Persists in a Less-Dynamic Market

Chart 2 - Ben & Jerry Launches Cookie Dough Sandwich Multipack

Take-Home Ice Cream Leads While Impulse Ice Cream Accelerates Growth

Ben & Jerry Accelerates Premium Snacking with Innovative Multipacks

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Portion-Controlled Treats to Attract Consumers Seeking Mindful Indulgence

Chart 6 - Analyst Insight for Ice Cream

Take-Home Ice Cream to Retain Lead as Plant-Based Accelerates From a Niche

Smaller Premium Formats and Mindful Indulgence to Reshape Competitive Landscape

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum and Glacio Sustain Leadership through Innovation and Brand Strength

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Supermarkets Widen Lead as Vending Slowly Gains Traction

Multipack Innovation and Busy Lifestyles Drive Retail E-Commerce Expansion

Rising Foodservice Spend Challenges Retail Growth in Coming Years

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Ben and Jerry Raises the Bar for Portable, Ethical Premium Ice Cream

Magnum Signature Leverages Portion-Controlled Formats to Drive Premiumisation

Chart 12 - Magnum Signature Range

ECONOMIC CONTEXT

Chart 13 - Economic Context for Ice Cream

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Ice Cream

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/ice-cream-in-belgium/report.