



Meals and Soups in Belgium

November 2025

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Meals and Soups in Belgium - Category analysis

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2025 DEVELOPMENTS

Hectic lifestyles fuel demand for convenient options

INDUSTRY PERFORMANCE

Chilled over frozen variants for quality and health and wellness reasons

Strong investment in food kits

WHAT'S NEXT?

Convenience and innovation to boost demand

Consumers to seek better quality, natural organic ingredients in their meals and soups

Chilled pizza to push foodservice volume sales growth

COMPETITIVE LANDSCAPE

Private label continues to develop in meals and soups

Smartmat benefits from the growth in popularity of meal kits

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Distribution improvements and convenience underpin a strong e-commerce performance

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Cooking Ingredients and Meals in Belgium - Industry Overview

EXECUTIVE SUMMARY

Good performance as unit prices stabilise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect
Consumers to show sophistication in their product choices
Sunday opening to spur purchases of premium options

COMPETITIVE LANDSCAPE

Strong private label presence across cooking ingredients and meals
Lotus Bakeries creates dynamism through marketing and advertising

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