



**Euromonitor
International**

HW Snacks in Belgium

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional benefits and premiumisation impacts demand for snacks in Belgium

INDUSTRY PERFORMANCE

Value-driven choices shape snacks as fortified/functional benefits outperform price alone
Vegetarian growth outpaces gluten-free as consumers prioritise broader health and functional benefits
The no sugar claim gains traction when combined with added benefits

WHAT'S NEXT

Premiumisation and fortified/functional benefits are set to shape the next phase of snack demand
Gluten free growth is set to accelerate as premiumisation and claim pairing become increasingly important
The no sugar claim shifts from differentiator to baseline as demand for added benefits intensifies

CATEGORY DATA

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Health and Wellness in Belgium - Industry Overview

EXECUTIVE SUMMARY

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

WHAT'S NEXT

Fortified/functional claims will become a key driver of growth across packaged food and drinks in Belgium

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