

Belgium: Consumer Profile

<https://marketpublishers.com/r/B704B6FB2366EN.html>

Date: May 2023

Pages: 45

Price: US\$ 1,325.00 (Single User License)

ID: B704B6FB2366EN

Abstracts

The Belgian population is expanding due to an influx of immigrants, while businesses are becoming more diverse and inclusive. Consumer trends and consumption patterns sparked by the pandemic are still observed in 2022, and consumers are increasingly concerned about the environment and social equality. Inflation and economic inequalities are putting pressure on consumers, making them to become more conscious about their purchasing decisions.

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