

# Dairy Products and Alternatives in Belgium

<https://marketpublishers.com/r/DF4693DF3424EN.html>

Date: September 2023

Pages: 73

Price: US\$ 2,100.00 (Single User License)

ID: DF4693DF3424EN

## Abstracts

Dairy products and alternatives witnessed a significant decline in retail volume terms in 2022 for the second year running with inflation driving price increases and putting pressure on consumers' available income. As a result, total volume sales returned to pre-pandemic levels after peaking in 2020 when Belgium went into lockdown. In 2023, the effects of the inflation crisis continue to be felt, although at a lower level than in 2022. Although price rises continue to be seen they have less dram...

Euromonitor International's Dairy Products and Alternatives in Belgium report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Dairy Products and Alternatives in Belgium  
Euromonitor International  
September 2023

### LIST OF CONTENTS AND TABLES

#### DAIRY PRODUCTS AND ALTERNATIVES IN BELGIUM EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

#### MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023  
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023  
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023  
Table 5 Penetration of Private Label by Category: % Value 2018-2023  
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023  
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028  
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### BABY FOOD IN BELGIUM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Falling birth rates place downward pressure on sales of baby food  
Demand for prepared baby food drops in 2023 after a brief recovery in 2022  
Sales of milk formula in decline due to the growing focus on the importance of breastfeeding

## PROSPECTS AND OPPORTUNITIES

Baby food sales expected to see a further decline in line with falling birth rates

Milk formula set to see mixed results as consumer priorities change

Premium products and the health and wellness trend present growth opportunities for baby food

## CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 14 NBO Company Shares of Baby Food: % Value 2019-2023

Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 16 Distribution of Baby Food by Format: % Value 2018-2023

Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 18 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

## BUTTER AND SPREADS IN BELGIUM

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Butter sales slide as consumers prepare fewer home cooked meals

Cooking fats show strong decline in 2023 while plant-based products blossom

Competitive landscape and distribution strongly affected by the inflation crisis

## PROSPECTS AND OPPORTUNITIES

Butter and spreads set to see a further decline over the forecast period

Despite negative trend, butter still plays a key role in Belgian gastronomy and eating habits with local butter remaining popular

Improving economy likely to shape up the competitive landscape and could inform distribution preferences

## CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 22 Sales of Butter and Spreads by Category: Value 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 27 Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 29 Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

CHEESE IN BELGIUM  
KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Cheese sees a more positive outlook in 2023  
Hard and soft cheese return to growth but backed by different factors  
Innovation boosts sales of cheese

### **PROSPECTS AND OPPORTUNITIES**

Demand for cheese likely to be shaped by the economy over the forecast period  
Hard cheese set to outperform other cheese categories in Belgium  
Competition from plant-based cheese set to increase over the forecast period

### **CATEGORY DATA**

Table 32 Sales of Cheese by Category: Volume 2018-2023  
Table 33 Sales of Cheese by Category: Value 2018-2023  
Table 34 Sales of Cheese by Category: % Volume Growth 2018-2023  
Table 35 Sales of Cheese by Category: % Value Growth 2018-2023  
Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023  
Table 37 Sales of Soft Cheese by Type: % Value 2018-2023  
Table 38 Sales of Hard Cheese by Type: % Value 2018-2023  
Table 39 NBO Company Shares of Cheese: % Value 2019-2023  
Table 40 LBN Brand Shares of Cheese: % Value 2020-2023  
Table 41 Distribution of Cheese by Format: % Value 2018-2023  
Table 42 Forecast Sales of Cheese by Category: Volume 2023-2028  
Table 43 Forecast Sales of Cheese by Category: Value 2023-2028  
Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028  
Table 45 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DRINKING MILK PRODUCTS IN BELGIUM  
KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Price fluctuation impacts demand for drinking milk products

Private label and domestic brands win share in 2023 thanks to more natural and sustainable image

Innovation seen in milk as consumers go in search of high protein products

#### PROSPECTS AND OPPORTUNITIES

Stabilisation of prices should benefit sales but challenges remain

Local/domestic brands likely to keep scoring positively over the forecast period

Private label expected to lose share as the economy recovers

#### CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 47 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 52 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 53 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 54 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 55 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 56 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

#### YOGHURT AND SOUR MILK PRODUCTS IN BELGIUM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Volume sales stagnate in 2023 as economic pressures remain a burden

Plain yoghurt outperforming flavoured yoghurt thanks to its healthier image

Promising innovations seen in yoghurt

#### PROSPECTS AND OPPORTUNITIES

More positive outlook for yoghurt and sour milk products over the forecast period as the economy improves

Growing focus on health and wellness likely to inform innovation

Sustainability set to become more relevant over the forecast period, as Danone engages in Eco-Score label system

#### CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

**OTHER DAIRY IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Other dairy struggling for growth in 2023

Sales of cream return to growth in 2023 thanks to innovation and a return of the home cooking trend

High protein products could find an audience in dairy desserts and fromage frais and quark

## **PROSPECTS AND OPPORTUNITIES**

Other dairy set to see static growth in retail volume terms

Innovation and health claims to drive demand in dairy desserts

Cream set to continue benefiting from home cooking trend

## **CATEGORY DATA**

Table 69 Sales of Other Dairy by Category: Volume 2018-2023

Table 70 Sales of Other Dairy by Category: Value 2018-2023

Table 71 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 72 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 73 Sales of Cream by Type: % Value 2018-2023



Table 74 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 75 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 76 Distribution of Other Dairy by Format: % Value 2018-2023

Table 77 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 78 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 79 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 80 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

## PLANT-BASED DAIRY IN BELGIUM

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Plant-based dairy returns to growth in 2023

Other plant-based milk outgrows soy drinks in 2023

Plant-based yoghurt and cheese becoming more popular

### PROSPECTS AND OPPORTUNITIES

Plant-based dairy set for strong growth over the forecast period thanks to expanding offer and healthy image

Other plant-based milk set for dynamic growth thanks to healthy and sustainable image

Plant-based cheese set to remain niche, despite solid growth projections

### CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028



## I would like to order

Product name: Dairy Products and Alternatives in Belgium

Product link: <https://marketpublishers.com/r/DF4693DF3424EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DF4693DF3424EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970