

# Retail in Belgium

<https://marketpublishers.com/r/R225735BF15DEN.html>

Date: March 2024

Pages: 101

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

ID: R225735BF15DEN

## Abstracts

Retail in Belgium saw only modest growth in current value terms in 2023. This was mainly due to inflationary pressures, in the light of still rising food prices, which placed a strain on household budgets. With consumers remaining pessimistic about the general economic situation, this translated into a sense of conservatism when it came to discretionary spending.

Euromonitor International's Retail in Belgium report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail 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

Retail in Belgium  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

#### RETAIL IN BELGIUM

##### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Delhaize rationalises its operations, in viewing of rising input costs

Greater polarisation of shopping behaviour

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back To School

##### MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 Retail GBO Company Shares: % Value 2019-2023

Table 22 Retail GBN Brand Shares: % Value 2020-2023

Table 23 Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE RETAILERS IN BELGIUM

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Return of busy lifestyles remains key growth driver in 2023

Pressure on profit margins brings about changes in retailers' strategies

Consumers favour value-for-money outlets

PROSPECTS AND OPPORTUNITIES

Positive outlook for convenience stores

Smatch will disappear from retail landscape

Development of rapid delivery services will benefit convenience stores

CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## DISCOUNTERS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sluggish performance for discounters in 2023

Aldi and Lidl reign supreme

Lidl flexes its sustainability credentials

#### PROSPECTS AND OPPORTUNITIES

While core consumers will remain loyal, e-commerce will pose growing competition

Lidl and Aldi to streamline their operations

Greater investment in digitalisation

#### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## HYPERMARKETS IN BELGIUM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets register flat performance in 2023

Carrefour wins share

Cora suffers losses, as parent company Louis Delhaize downsizes its operations

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets to record flat performance over the forecast period

Carrefour set to maintain its lead

Blurred lines between grocery and non-grocery to potentially benefit hypermarkets

#### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

**SUPERMARKETS IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Slight growth for supermarkets in 2023

Delhaize restructures its supermarket network

Intermarché expands its geographical reach, following deal with Mestadagh group

**PROSPECTS AND OPPORTUNITIES**

Modest growth for supermarkets over the forecast period

Koninklijke Ahold Delhaize to win share in supermarkets

Development of food e-commerce will result in decline in outlet numbers

**CHANNEL DATA**

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

**SMALL LOCAL GROCERS IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Inflationary pressures take their toll on sales

Soaring prices lead to lower footfall in traditional chocolate retailers

Highly fragmented competitive landscape with “others” holding the majority share

**PROSPECTS AND OPPORTUNITIES**

Negative performance for small, independent grocers

Premium and specialist outlets will benefit from higher disposable incomes

Online delivery services will represent key opportunity for growth

**CHANNEL DATA**

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth



2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space  
2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: %  
Growth 2023-2028

**APPAREL AND FOOTWEAR SPECIALISTS IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Weaker performance for apparel and footwear

Greater polarisation in terms of spending habits

Second-hand apparel becomes more relevant

**PROSPECTS AND OPPORTUNITIES**

Positive performance for apparel over the forecast period

Consolidation in the competitive landscape

Third-party merchant model will become more common in apparel and footwear

**CHANNEL DATA**

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space  
2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: %  
Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling  
Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling  
Space: % Growth 2023-2028

**APPLIANCES AND ELECTRONICS SPECIALISTS IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Inflationary pressures hit sales of appliances and electronics specialists

Return to out-of-home lifestyles and growing relevance of second-hand market stifle



sales

Media Markt-Saturn connects with customers through omnichannel strategy

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, amid intensified competition from e-commerce

Automation will lead to greater efficiencies

Consolidation expected, as small players struggle to compete with larger chains

#### CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### HEALTH AND BEAUTY SPECIALISTS IN BELGIUM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive growth for health and beauty specialists in 2023

AS Watson and Medi-Market follow low pricing strategy

Douglas expands its physical footprint

#### PROSPECTS AND OPPORTUNITIES

Positive outlook expected

Development of e-commerce will blur boundaries between grocery and non-grocery

Store-based experience will remain relevant

#### CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 116 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 117 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

**HOME PRODUCTS SPECIALISTS IN BELGIUM**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Static performance in 2023

Intergamma invests in automated logistical system in order to lower costs

Leading Ikea makes further gains, thanks to omnichannel investments and lower prices

**PROSPECTS AND OPPORTUNITIES**

Recovery of consumer confidence will boost sales

Consolidation to continue

Digitalisation and omnichannel strategies increasingly important

**CHANNEL DATA**

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## GENERAL MERCHANDISE STORES IN BELGIUM

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Department stores suffer from competition from e-commerce

Variety stores benefit from value-for-money positioning

Wibra suffers further decline in share

### PROSPECTS AND OPPORTUNITIES

Department stores see improved performance

Variety stores will continue to benefit from loyal consumer base

Third-party delivery platforms likely to pose threat to general merchandise stores

### CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 139 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## DIRECT SELLING IN BELGIUM

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Decline for direct selling in 2023, amid competition from physical stores and e-

commerce

Channel sees contrasting performances

Herbalife maintains its lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, amid competition from e-commerce

Omnichannel strategies will drive growth for direct selling

Herbalife will remain leading brand

#### CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023

Table 141 Direct Selling by Product: % Value Growth 2018-2023

Table 142 Direct Selling GBO Company Shares: % Value 2019-2023

Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 144 Direct Selling Forecasts by Product: Value 2023-2028

Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

#### VENDING IN BELGIUM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flat performance for vending in 2023

Dominant category of soft drinks suffers competition from cheaper channels

Non-grocery vending remains marginal

#### PROSPECTS AND OPPORTUNITIES

Vending to regain dynamism over the forecast period

Non-grocery vending has potential to develop

Technological innovation key for vending over the forecast period

Innovation in payment methods is key for growth

#### CHANNEL DATA

Table 146 Vending by Product: Value 2018-2023

Table 147 Vending by Product: % Value Growth 2018-2023

Table 148 Vending GBO Company Shares: % Value 2019-2023

Table 149 Vending GBN Brand Shares: % Value 2020-2023

Table 150 Vending Forecasts by Product: Value 2023-2028

Table 151 Vending Forecasts by Product: % Value Growth 2023-2028

#### RETAIL E-COMMERCE IN BELGIUM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Modest growth for e-commerce

Budget apparel e-commerce retailers grow in popularity

Fast delivery shows further development

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce offers much potential for growth

Fast-fashion e-commerce retailers will see strong performance, driven by younger consumers

Development of fast delivery services could pose logistical challenges

#### CHANNEL DATA

Table 152 Retail E-Commerce by Channel: Value 2017-2022

Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 Retail E-Commerce by Product: Value 2017-2022

Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## I would like to order

Product name: Retail in Belgium

Product link: <https://marketpublishers.com/r/R225735BF15DEN.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/R225735BF15DEN.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