



Euromonitor
International

Cooking Ingredients and Meals in Belgium

November 2025

Table of Contents

Cooking Ingredients and Meals in Belgium

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

CHANNELS

Supermarkets remains the key channel despite growing competition

Retail e-commerce continues to develop and grow in cooking ingredients and meals

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

Unit price dips benefit sales but cost concerns persist

INDUSTRY PERFORMANCE

Fall in the average unit price sees olive oil rebound in 2025

Olive oil leverages best health and wellness positioning to win consumers' favour

WHAT'S NEXT?

Faster retail volume over value (constant 2025 prices) growth as the average unit price drops

Shift to out-of-home activities to favour foodservice over retail volume growth

Natural/organic claims to gain importance

COMPETITIVE LANDSCAPE

Private label gains a competitive edge with a good price-quality ratio

The fastest-growing players benefit as olive oil prices fall

CHANNELS

Wide private label offer favours supermarkets

Delivery systems marry convenience to boost e-commerce

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Belgium](#)

KEY DATA FINDINGS

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

CHANNELS

Supermarkets focus on private label

Distribution improvements and convenience underpin a strong e-commerce performance

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

Indulgence and convenience trends fuel growth

INDUSTRY PERFORMANCE

Key health and indulgence trends spur sauces, dips and condiments
Company investments boost bouillon's performance

WHAT'S NEXT?

Limitations on retail growth amidst changing consumer behaviour
Local consumers to embrace international options
Naturalness and taste to drive health and wellness

COMPETITIVE LANDSCAPE

Unilever Belgium leads with a wide and popular brand portfolio
Barilla Alimentare launches novelties to add dynamism to the category

CHANNELS

Lower prices help discounters to gain ground on supermarkets
Grocery retailers and pure online retailers develop the offer and sales of sauces, dips and condiments

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Belgium

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy nut and seed based spreads appeal but other products suffer from high prices and unhealthy image

INDUSTRY PERFORMANCE

Health and wellness positioning drives nut and seed based spreads

Colruyt Group caters to both premium and economy demand with new launches

WHAT'S NEXT?

Slow rebound anticipated for chocolate spreads as cocoa prices drop from historical highs

Health and wellness to shape new product developments

Premiumisation trend to foster quality over quantity consumption

COMPETITIVE LANDSCAPE

Nutella leads but comes under pressure

Strong marketing support drives interest in Lotus Biscoff

CHANNELS

Supermarkets expand private label offer of fast-growing nut and seed based spreads

Convenience shopping gains momentum in sweet spreads

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-belgium/report.