



Processed Meat, Seafood and Alternatives To Meat in Belgium

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining volumes amid health and sustainability concerns

INDUSTRY PERFORMANCE

Domestic preferences shape the evolution of the protein market

Chilled meat and seafood substitutes lead category growth

WHAT'S NEXT?

Moderate growth, sustained by alternatives and reformulation

Plant-based innovation and natural claims to drive product development

Sustainability and innovation accelerate structural change

COMPETITIVE LANDSCAPE

Private label consolidates leadership through affordability and innovation

Dynamic innovation in the plant-based segment

CHANNELS

Supermarkets dominate but benefit from evolving private label strategy

E-commerce gains importance through convenience and premium positioning

CATEGORY DATA

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Staple Foods in Belgium - Industry Overview

EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition

Innovation and sustainability drive growth in plant-based products

CHANNELS

Supermarkets consolidate their leading role through flexibility and accessibility

E-commerce expands through convenience and premium differentiation

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