

Monthly Belgium and Luxembourg Market Trends December 2025

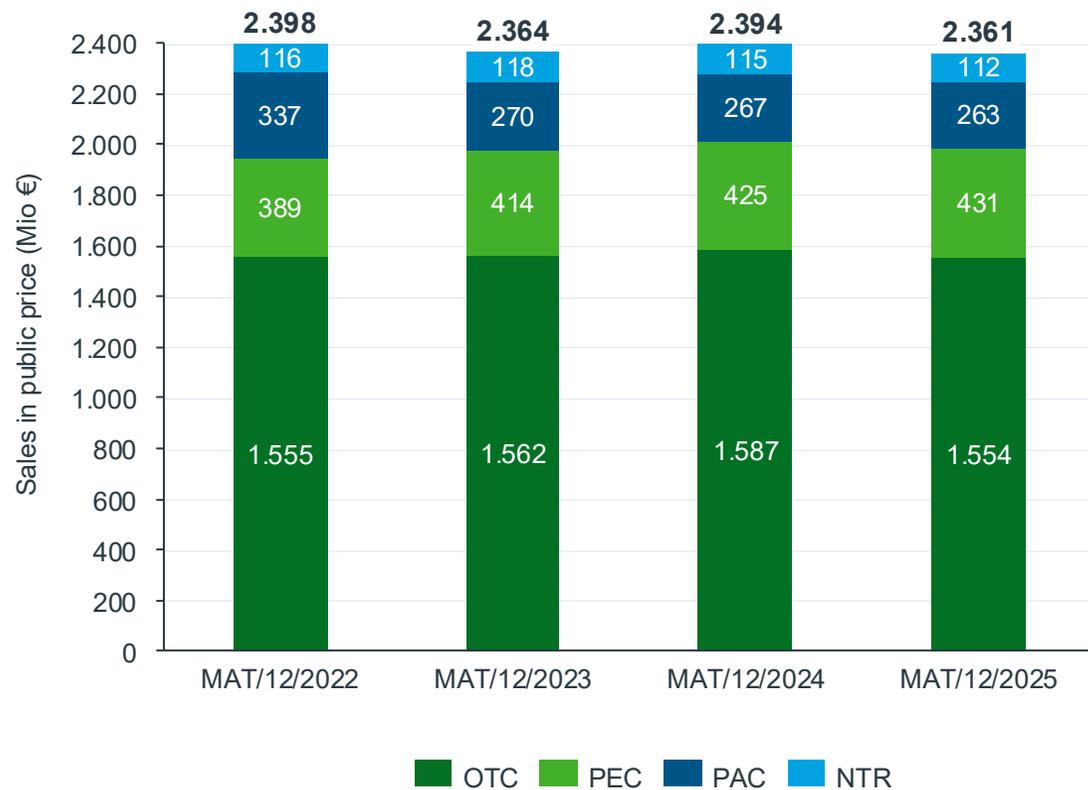
- + Belgium: Retail
- + **Belgium: Consumer Health**
- + Luxembourg: Retail



The Belgian retail market is worth € 2.4 billion

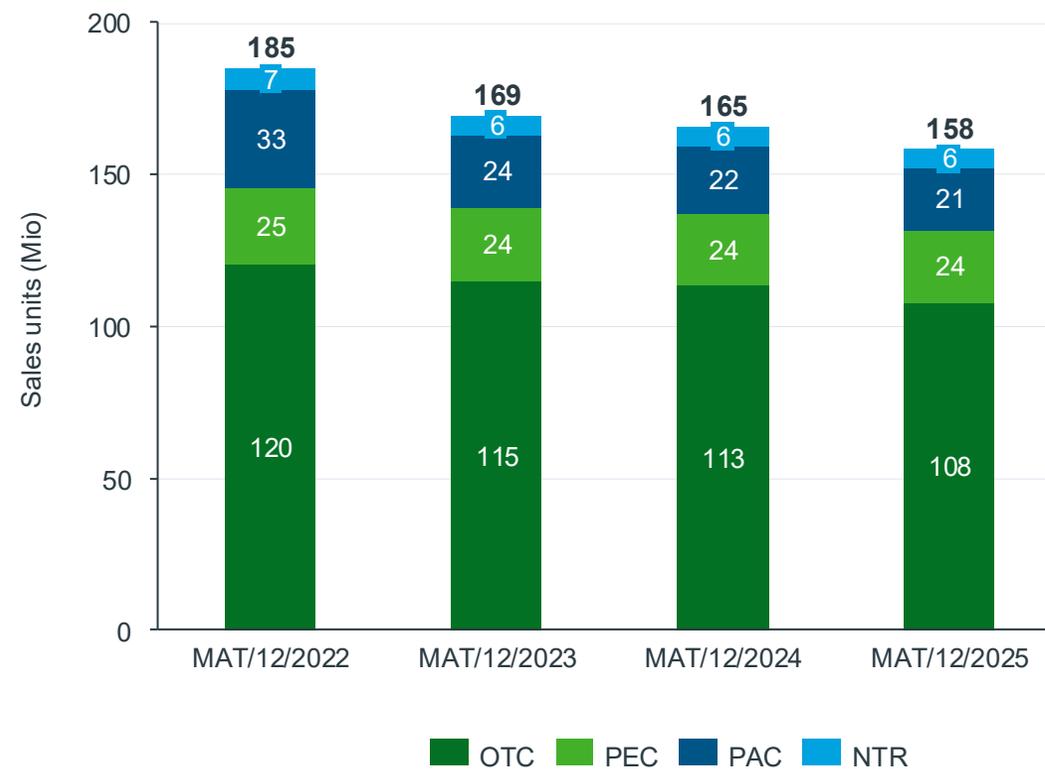
Sales Evolution

VALUE



Sales Evolution

UNITS



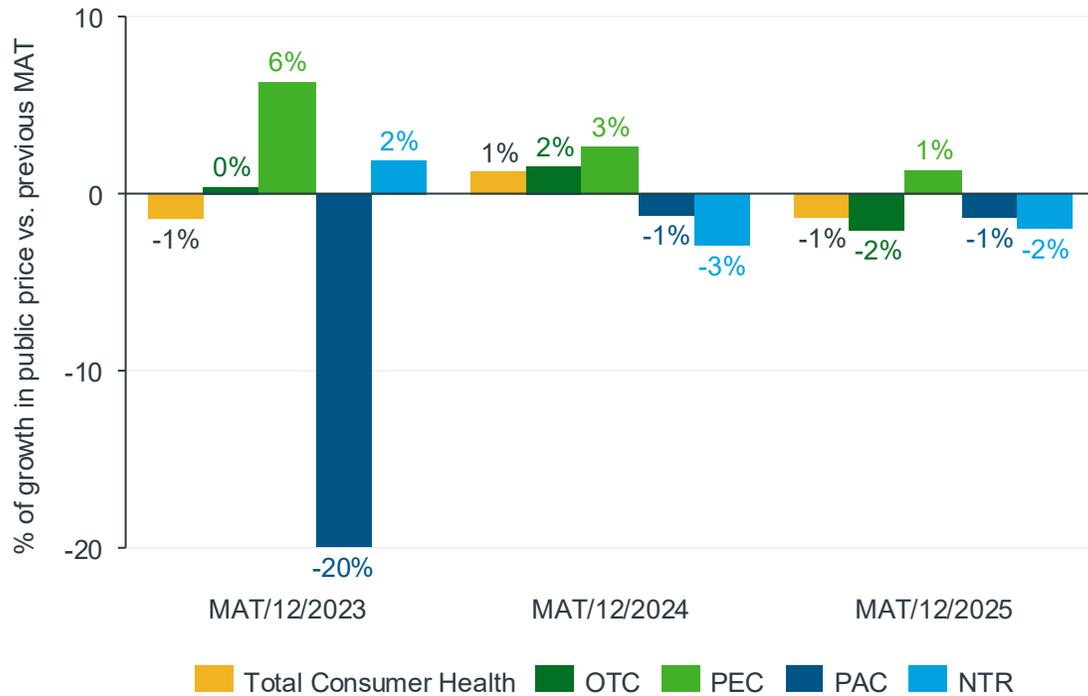


Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows a decrease of -01%, while Patient Care declines with -01% and in units, the CH market shows a decrease of -04%, while the OTC declines with -05%

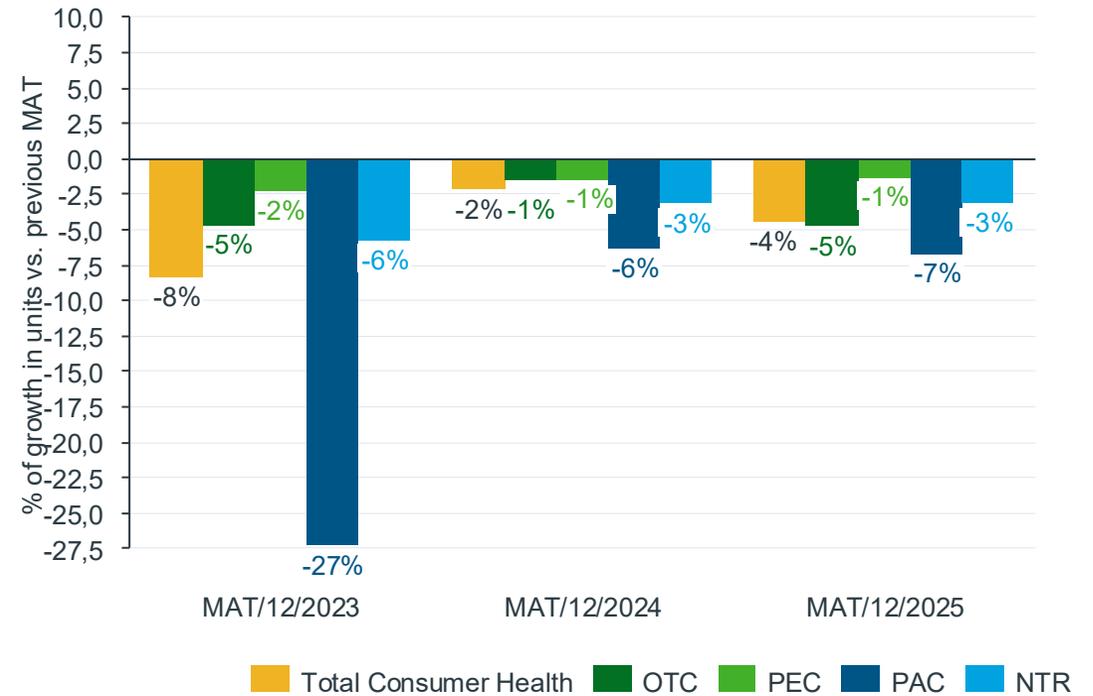
% of growth versus previous MAT

VALUE



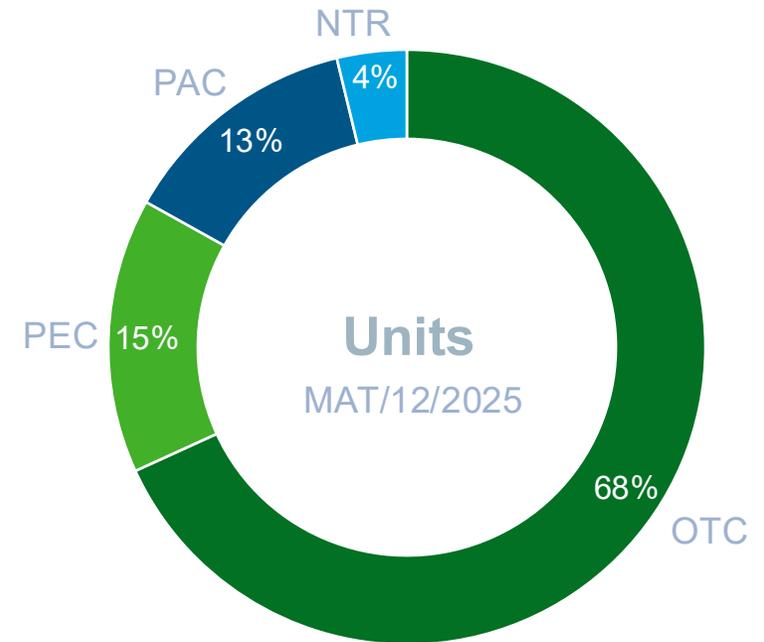
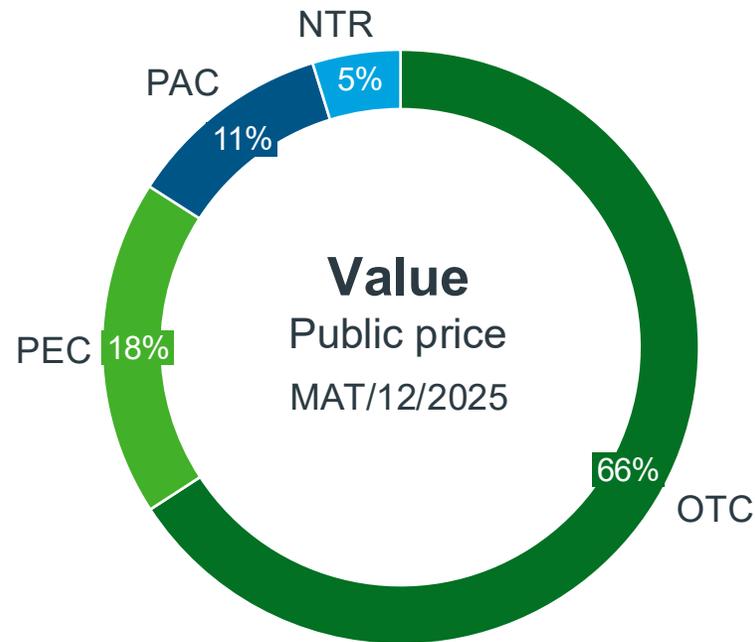
% of growth versus previous MAT

UNITS



OTC segment has a market share of 68% in units and 66% in value of the total CH market

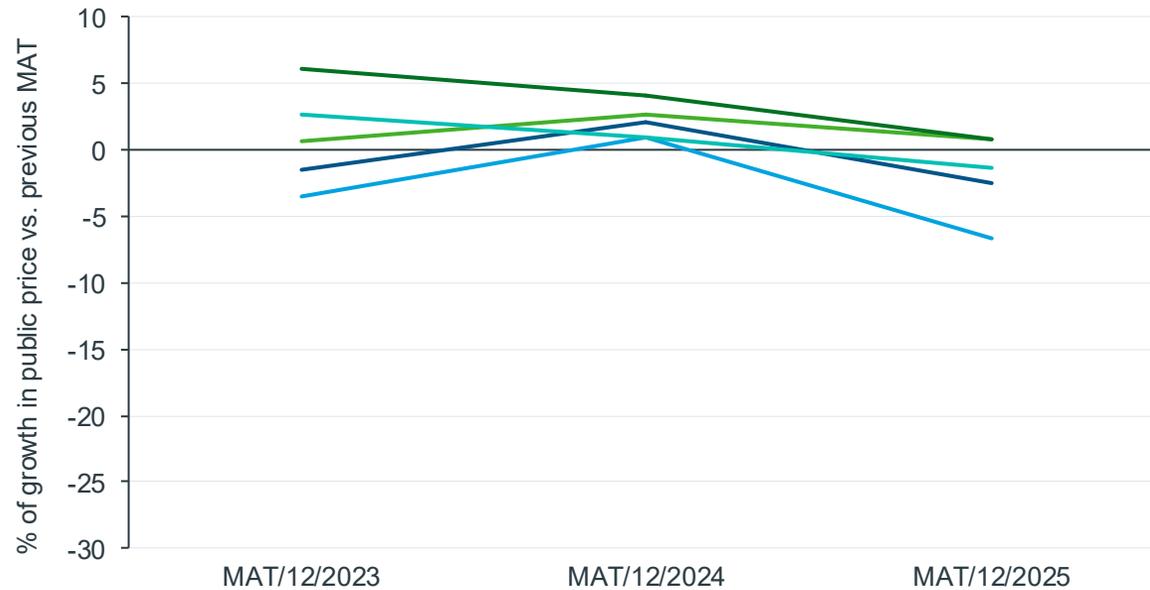
Market Share



Top 5 classes sales evolution

% of growth versus last MAT

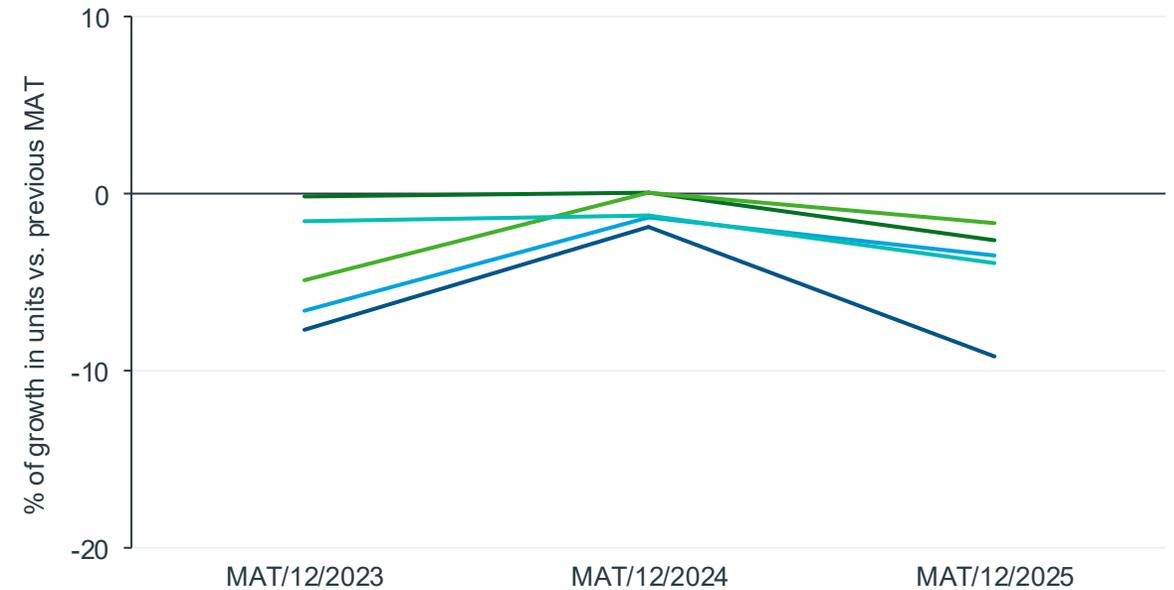
VALUE



- 01 COUGH COLD&OTH RESP PROD
- 02 PAIN RELIEF
- 04 VIT/MINERALS/NUTRIT.SUPPL
- 03 DIGEST & OTH INTEST PROD
- 06 SKIN TREATMENT

% of growth versus last MAT

UNITS



- 01 COUGH COLD&OTH RESP PROD
- 02 PAIN RELIEF
- 03 DIGEST & OTH INTEST PROD
- 04 VIT/MINERALS/NUTRIT.SUPPL
- 06 SKIN TREATMENT

The top 10 best selling OTC2 classes in CH in units and value

Top 10 Best Selling OTC2 classes in retail VALUE public price



	Pub/EUR MAT/12/2025	% of BE CH Market
02A GENERAL PAIN RELIEF	189 M €	8.0%
01B COLD REMEDIES	91 M €	3.9%
07A EYE CARE	88 M €	3.7%
04F MINERAL SUPPLEMENTS	81 M €	3.4%
01A COUGH PRODUCTS	76 M €	3.2%
13A CALMING AND SLEEPING PRODUCTS	68 M €	2.9%
35G MILK PRDS FOR CHILDREN	68 M €	2.9%
03C LAXATIVES	66 M €	2.8%
02E MUSCULAR PAIN RELIEF	63 M €	2.7%
04E OTHER SPECIFIC VITAMINS	62 M €	2.6%

Top 10 Best Selling OTC2 classes in retail UNITS (= number of packs)



	UN MAT/12/2025	% of BE CH Market
02A GENERAL PAIN RELIEF	18,849,363	11.9%
01B COLD REMEDIES	10,088,582	6.4%
01A COUGH PRODUCTS	6,781,210	4.3%
01C SORE THROAT REMEDIES	5,456,224	3.5%
07A EYE CARE	5,130,058	3.2%
03C LAXATIVES	4,796,281	3.0%
04E OTHER SPECIFIC VITAMINS	3,894,918	2.5%
02E MUSCULAR PAIN RELIEF	3,202,858	2.0%
04F MINERAL SUPPLEMENTS	3,095,370	2.0%
13A CALMING AND SLEEPING PRODUCTS	2,980,239	1.9%

Emerging Trends: Top 10 Consumer Health classes showing Growth in Units and Value

Fastest Growing OTC1 in Rx sales in % growth in VALUE public price



	Pub/EUR MAT/12/2025	Absolute growth in value	% growth
65 BABY+NURSING ACCESSORIES	39 K €	12 K €	30.4%
45 FIRST AID KITS	5 K €	1 K €	27.3%
52 INCONTINENCE CARE PRDS	1466 K €	388 K €	26.4%
35 BABY FOODS	11623 K €	2239 K €	19.3%
54 BABY DISPOSABLE & CH ENU	3 K €	1 K €	17.8%
55 INJECTION DEVICES	1743 K €	271 K €	15.6%
36 FOOD FOR ADULTS	165 K €	14 K €	8.7%
42 FIXATIVE + SPECIAL TAPES	803 K €	60 K €	7.5%
31 DIABETIC FOOD PRODUCTS	0 K €	0 K €	7.2%
06 SKIN TREATMENT	22066 K €	1584 K €	7.2%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/12/2025	Absolute growth in units	% growth
54 BABY DISPOSABLE & CH ENU	198	77	39.0%
45 FIRST AID KITS	277	94	34.0%
35 BABY FOODS	315,198	104,286	33.1%
65 BABY+NURSING ACCESSORIES	2,145	222	10.3%
59 PHARMACY EQUIPMENT	614	41	6.7%
39 OTH NUTRITIONAL PRODUCTS	285	16	5.6%
31 DIABETIC FOOD PRODUCTS	88	4	4.7%
06 SKIN TREATMENT	2,148,210	101,473	4.7%
55 INJECTION DEVICES	147,746	4,633	3.1%
13 CALM SLEEP MOOD ENHANCING PROD	760,812	22,829	3.0%

The top 10 fastest growing Consumer Health classes in growth (units and value)

Fastest Growing OTC1 in Rx sales in % growth in VALUE public price



	Pub/EUR MAT/12/2025	Absolute growth in value	% growth
04 VIT/MINERALS/NUTRIT.SUPPL	76.9 M €	2.8 M €	3.6%
35 BABY FOODS	11.6 M €	2.2 M €	19.3%
06 SKIN TREATMENT	22.1 M €	1.6 M €	7.2%
03 DIGEST & OTH INTEST PROD	53.4 M €	1.3 M €	2.4%
13 CALM SLEEP MOOD ENHANCING PROD	16.5 M €	1.2 M €	7.1%
10 CIRCULATORY PRODUCTS	36.7 M €	0.8 M €	2.3%
53 PRDS FOR BLADDER PROBLEM	28.1 M €	0.6 M €	2.3%
07 EYE CARE	22.7 M €	0.6 M €	2.5%
52 INCONTINENCE CARE PRDS	1.5 M €	0.4 M €	26.4%
83 UNISEX BEAUTY PRODUCTS	8.7 M €	0.3 M €	3.5%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/12/2025	Absolute growth in units	% growth
35 BABY FOODS	315,198	104,286	33.1%
06 SKIN TREATMENT	2,148,210	101,473	4.7%
04 VIT/MINERALS/NUTRIT.SUPPL	3,803,913	54,529	1.4%
13 CALM SLEEP MOOD ENHANCING PROD	760,812	22,829	3.0%
55 INJECTION DEVICES	147,746	4,633	3.1%
53 PRDS FOR BLADDER PROBLEM	370,023	4,298	1.2%
09 MOUTH TREATMENT PRODUCTS	305,002	3,341	1.1%
79 OTHER PATIENT ARE PRODS	92,355	1,802	2.0%
83 UNISEX BEAUTY PRODUCTS	446,521	1,333	0.3%
50 STOMACARE PRODUCTS	22,988	309	1.3%