



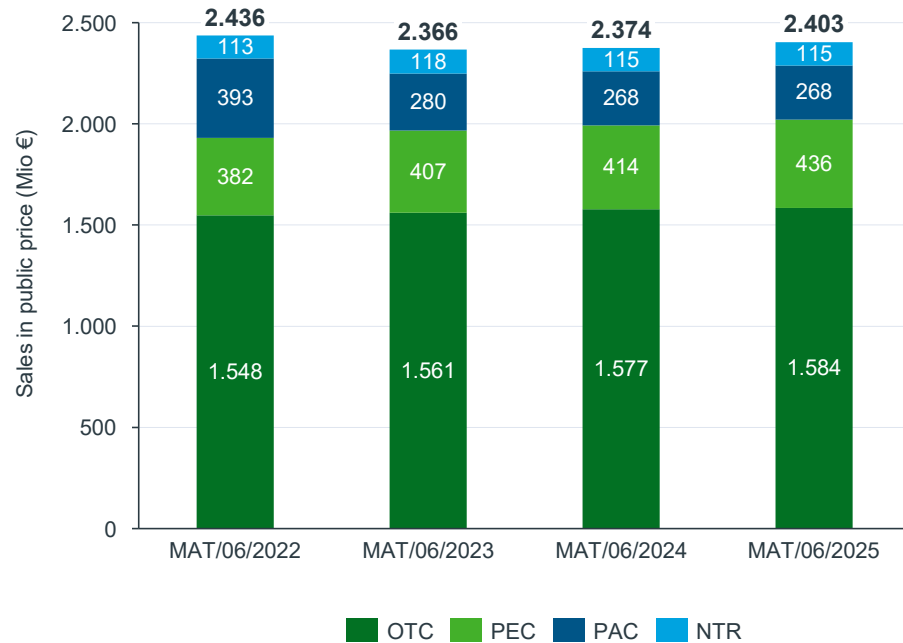
Monthly Belgium and Luxembourg Market Trends June 2025

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

The Belgian retail market is worth € 2.4 billion

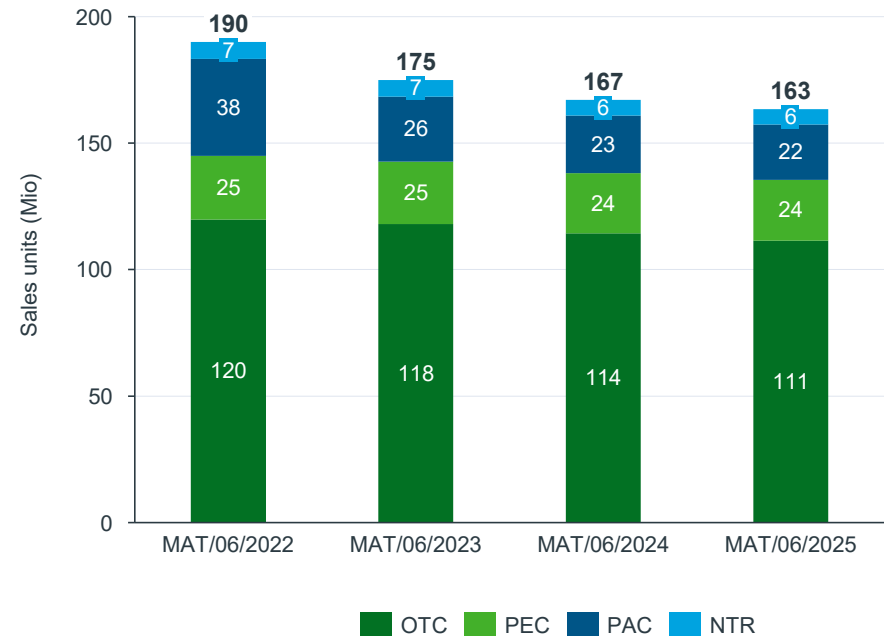
Sales Evolution

VALUE



Sales Evolution

UNITS

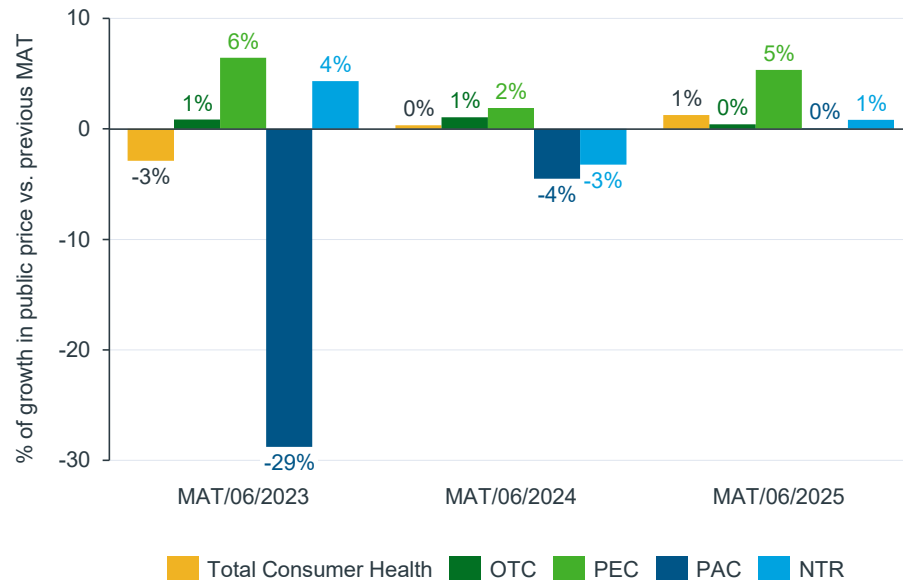


Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows an increase of 01%, while Patient Care declines with 00% and in units, the CH market shows a decrease of -02%, while the OTC declines with -03%

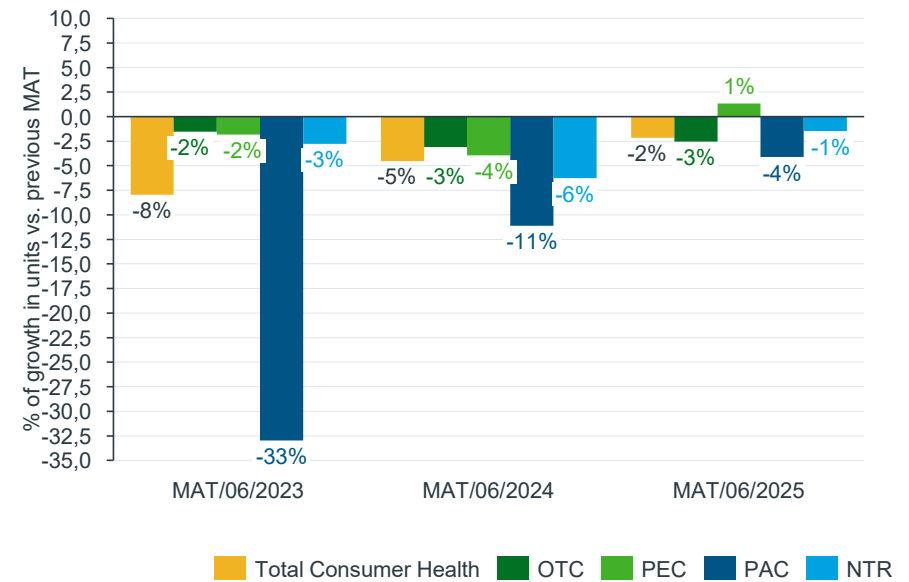
% of growth versus previous MAT

VALUE



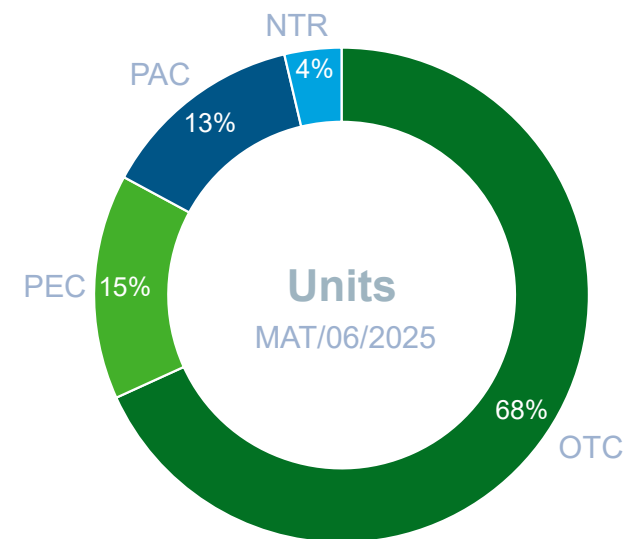
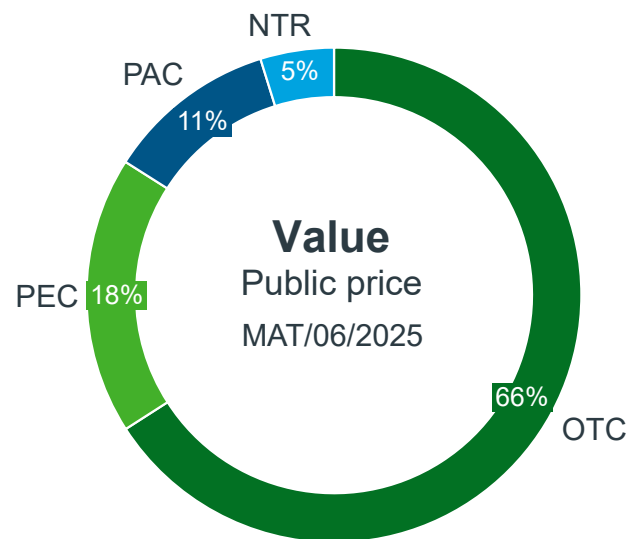
% of growth versus previous MAT

UNITS



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

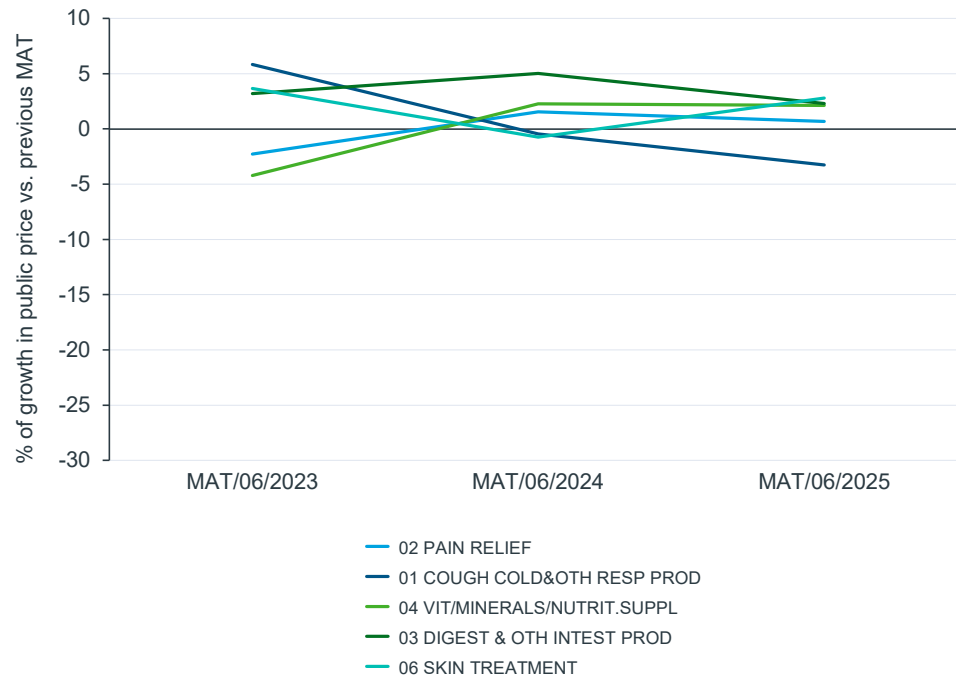
Market Share



Top 5 classes sales evolution

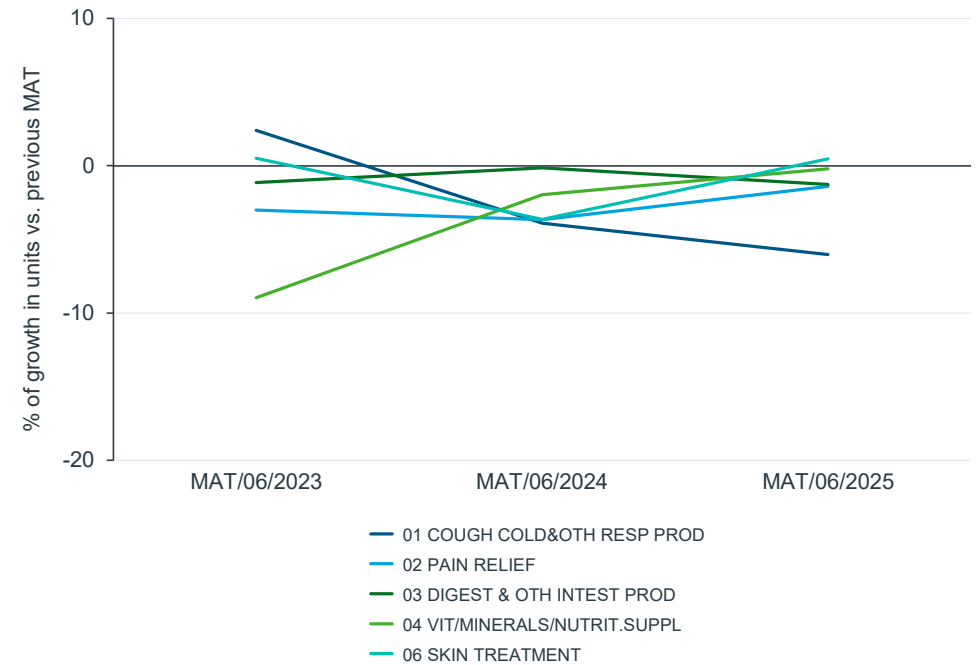
% of growth versus last MAT

VALUE



% of growth versus last MAT

UNITS



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/06/2025	% of BE CH Market
02A GENERAL PAIN RELIEF	194 M €	8.1%
01B COLD REMEDIES	97 M €	4.0%
07A EYE CARE	87 M €	3.6%
01A COUGH PRODUCTS	81 M €	3.4%
04F MINERAL SUPPLEMENTS	81 M €	3.4%
35G MILK PRDS FOR CHILDREN	70 M €	2.9%
03C LAXATIVES	66 M €	2.8%
13A CALMING AND SLEEPING PRODUCTS	66 M €	2.7%
02E MUSCULAR PAIN RELIEF	64 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/06/2025	% of BE CH Market
02A GENERAL PAIN RELIEF	19,423,229	11.9%
01B COLD REMEDIES	10,832,911	6.6%
01A COUGH PRODUCTS	7,450,373	4.6%
01C SORE THROAT REMEDIES	5,752,869	3.5%
07A EYE CARE	5,171,889	3.2%
03C LAXATIVES	4,802,161	2.9%
04E OTHER SPECIFIC VITAMINS	3,990,887	2.4%
02E MUSCULAR PAIN RELIEF	3,298,509	2.0%
04F MINERAL SUPPLEMENTS	3,085,862	1.9%
03D ANTIDIARRHOEALS	2,987,656	1.8%

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

Fastest Growing OTC1 in Rx sales in % growth in VALUE ex-mnf



	Pub/EUR MAT/06/2025	Absolute growth in value	% growth
54 BABY DISPOSABLE & CH ENU	3 K €	1 K €	44.8%
52 INCONTINENCE CARE PRDS	1325 K €	387 K €	29.2%
45 FIRST AID KITS	4 K €	1 K €	16.4%
39 OTH NUTRITIONAL PRODUCTS	4 K €	0 K €	12.5%
06 SKIN TREATMENT	21743 K €	2371 K €	10.9%
55 INJECTION DEVICES	1652 K €	147 K €	8.9%
97 ALL OTHER MISCELLANEOUS	1867 K €	165 K €	8.9%
36 FOOD FOR ADULTS	159 K €	13 K €	8.0%
83 UNISEX BEAUTY PRODUCTS	8741 K €	695 K €	8.0%
09 MOUTH TREATMENT PRODUCTS	2825 K €	180 K €	6.4%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/06/2025	Absolute growth in units	% growth
54 BABY DISPOSABLE & CH ENU	189	100	52.9%
39 OTH NUTRITIONAL PRODUCTS	322	33	10.4%
06 SKIN TREATMENT	2,146,319	194,659	9.1%
45 FIRST AID KITS	221	14	6.3%
35 BABY FOODS	215,888	9,505	4.4%
55 INJECTION DEVICES	147,747	6,282	4.3%
83 UNISEX BEAUTY PRODUCTS	451,487	18,300	4.1%
79 OTHER PATIENT ARE PRODS	92,297	3,693	4.0%
53 PRDS FOR BLADDER PROBLEM	366,572	13,384	3.7%
04 VIT/MINERALS/NUTRIT.SUPPL	3,785,930	137,133	3.6%

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

Fastest Growing OTC1 in Rx sales in % growth in VALUE ex-mnf



	Pub/EUR MAT/06/2025	Absolute growth in value	% growth
04 VIT/MINERALS/NUTRIT.SUPPL	75.7 M €	3.9 M €	5.2%
06 SKIN TREATMENT	21.7 M €	2.4 M €	10.9%
10 CIRCULATORY PRODUCTS	36.8 M €	2.0 M €	5.4%
03 DIGEST & OTH INTEST PROD	52.3 M €	1.5 M €	2.9%
53 PRDS FOR BLADDER PROBLEM	27.8 M €	1.4 M €	5.0%
02 PAIN RELIEF	63.3 M €	1.0 M €	1.6%
13 CALM SLEEP MOOD ENHANCING PROD	15.8 M €	0.9 M €	5.4%
83 UNISEX BEAUTY PRODUCTS	8.7 M €	0.7 M €	8.0%
07 EYE CARE	22.3 M €	0.6 M €	2.5%
35 BABY FOODS	9.6 M €	0.6 M €	5.8%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/06/2025	Absolute growth in units	% growth
06 SKIN TREATMENT	2,146,319	194,659	9.1%
04 VIT/MINERALS/NUTRIT.SUPPL	3,785,930	137,133	3.6%
83 UNISEX BEAUTY PRODUCTS	451,487	18,300	4.1%
13 CALM SLEEP MOOD ENHANCING PROD	745,085	15,912	2.1%
53 PRDS FOR BLADDER PROBLEM	366,572	13,384	3.7%
35 BABY FOODS	215,888	9,505	4.4%
12 URINARY AND REPRUDUCT CARE	978,329	9,129	0.9%
09 MOUTH TREATMENT PRODUCTS	302,406	7,740	2.6%
55 INJECTION DEVICES	147,747	6,282	4.3%
79 OTHER PATIENT ARE PRODS	92,297	3,693	4.0%