

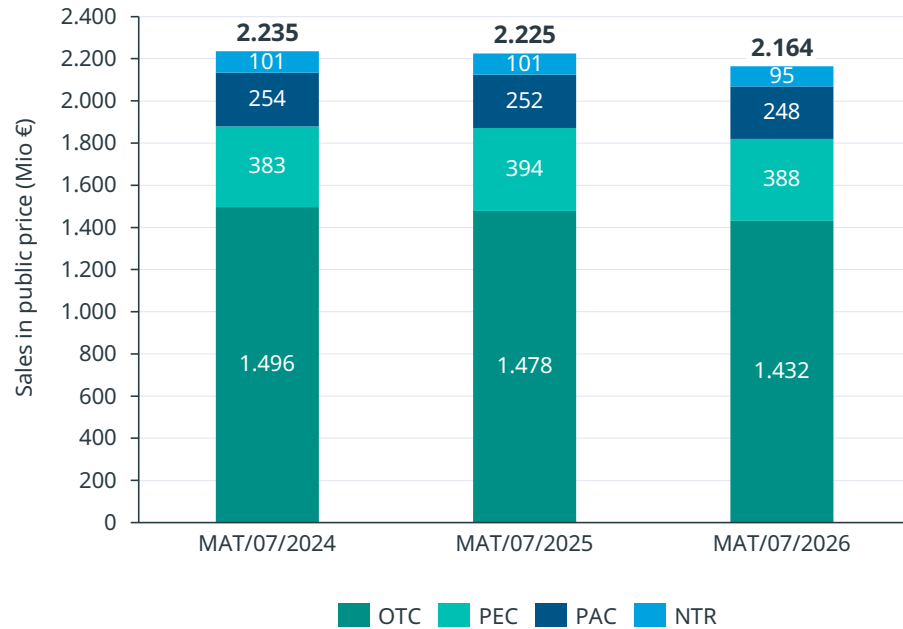


Monthly Belgium and Luxembourg Market Trends July 2026

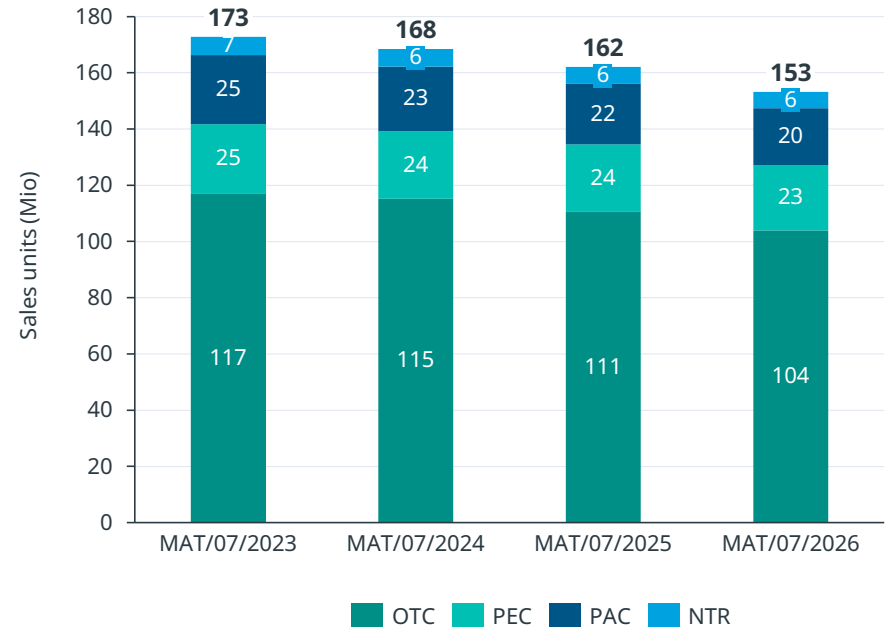
- Belgium: Retail
- **Belgium: Consumer Health**
- Luxembourg: Retail

The Belgian retail market is worth € 2.2 billion

Sales Evolution
VALUE



Sales Evolution
UNITS

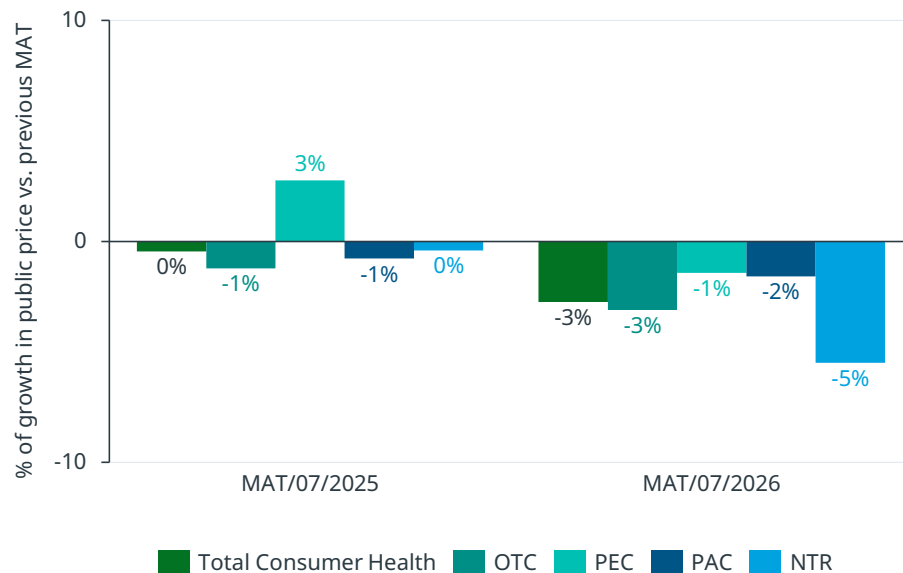


Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows a decrease of -03%, while Patient Care declines with -02% and in units, the CH market shows a decrease of -06%, while the OTC also declines with -06%

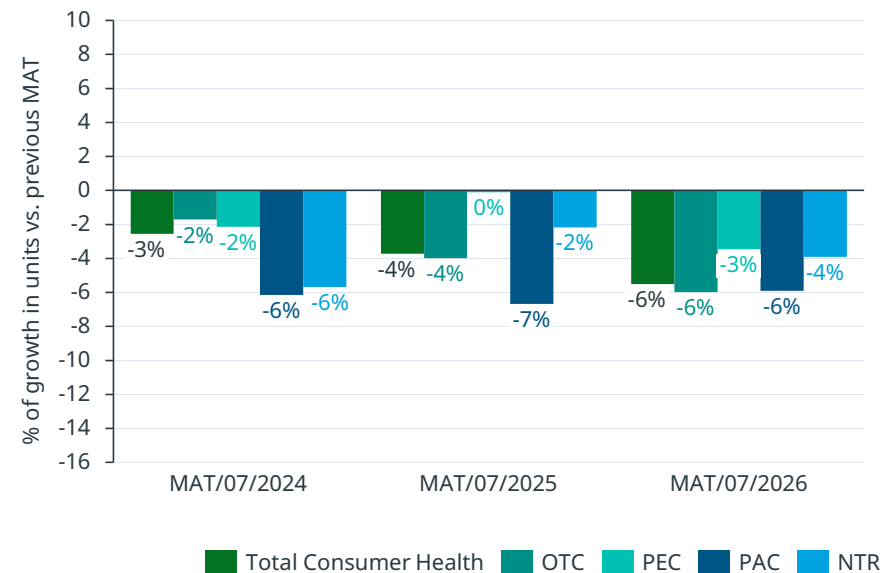
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

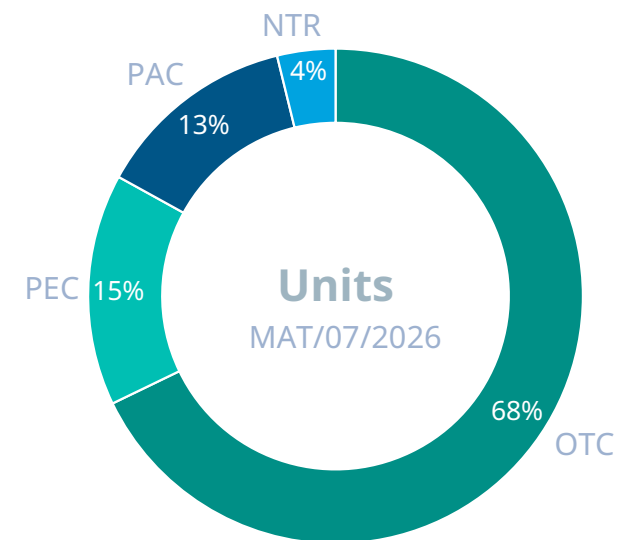
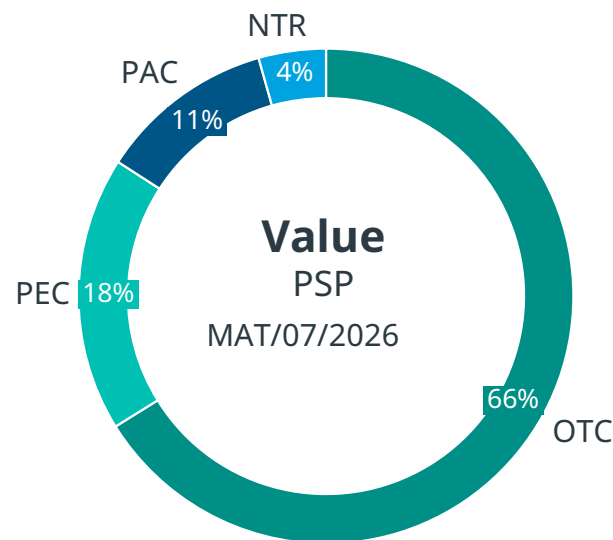
UNITS





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

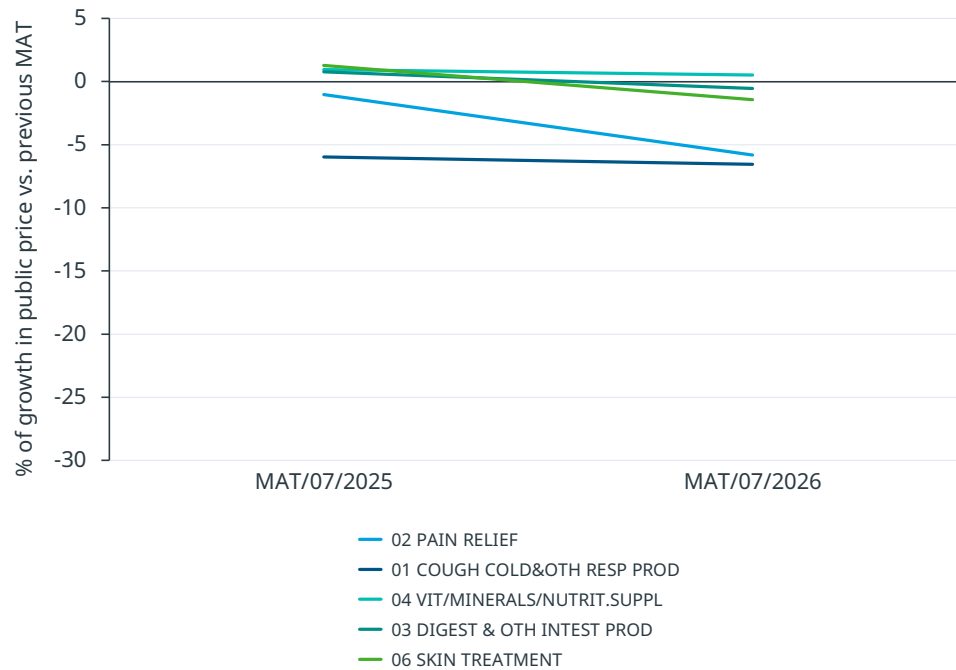
Market Share



Top 5 classes sales evolution

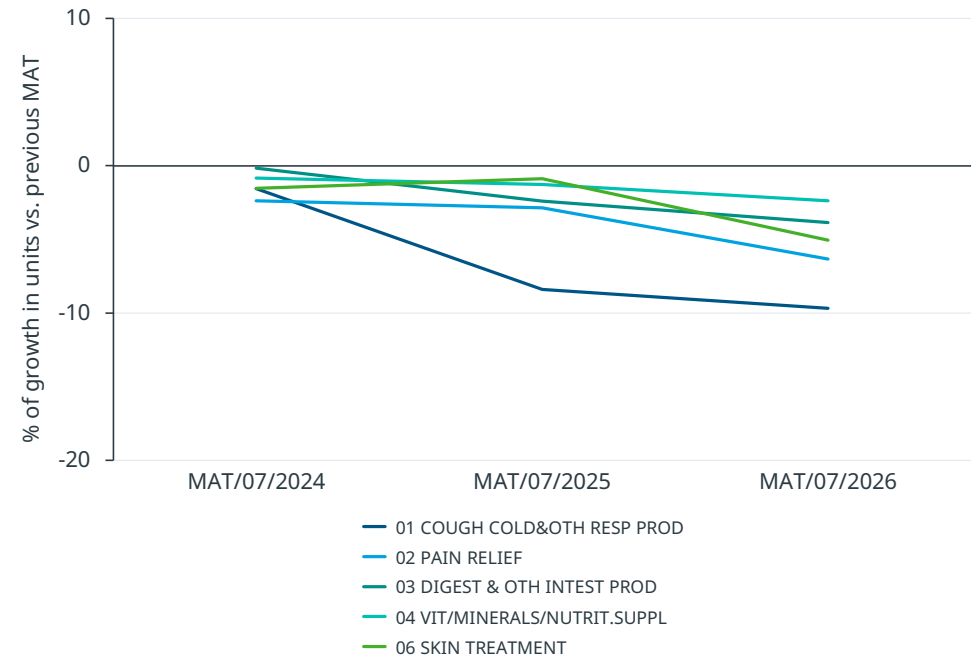
% of growth versus last MAT

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 PSP



	PSP/EUR MAT/07/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	170 M €	7.9%
04F MINERAL SUPPLEMENTS	92 M €	4.2%
01B COLD REMEDIES	86 M €	4.0%
07A EYE CARE	84 M €	3.9%
01A COUGH PRODUCTS	70 M €	3.2%
03C LAXATIVES	66 M €	3.1%
04E OTHER SPECIFIC VITAMINS	60 M €	2.8%
02E MUSCULAR PAIN RELIEF	59 M €	2.7%
35G MILK PRDS FOR CHILDREN	56 M €	2.6%
01C SORE THROAT REMEDIES	52 M €	2.4%

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



	UN MAT/07/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,015,332	11.8%
01B COLD REMEDIES	9,518,735	6.2%
01A COUGH PRODUCTS	6,199,831	4.0%
01C SORE THROAT REMEDIES	5,203,443	3.4%
07A EYE CARE	5,135,087	3.4%
03C LAXATIVES	4,828,799	3.2%
04E OTHER SPECIFIC VITAMINS	3,821,822	2.5%
04F MINERAL SUPPLEMENTS	3,544,693	2.3%
02E MUSCULAR PAIN RELIEF	3,053,006	2.0%
06B HAND SKIN WOUND DISINFECT	2,801,192	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 PSP



	PSP/EUR MAT/07/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	98 €	48 €	49.2%
35 BABY FOODS	9224 K €	4193 K €	45.5%
54 BABY DISPOSABLE & CH ENU	4 K €	1 K €	26.2%
45 FIRST AID KITS	5 K €	1 K €	24.6%
65 BABY+NURSING ACCESSORIES	31 K €	5 K €	15.8%
52 INCONTINENCE CARE PRDS	1231 K €	184 K €	14.9%
07 EYE CARE	20.1 M €	1494 K €	7.4%
09 MOUTH TREATMENT PRODUCTS	3001 K €	217 K €	7.2%
80 FRAGRANCES	35 K €	2 K €	6.4%
79 OTHER PATIENT ARE PRODS	3633 K €	228 K €	6.3%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/07/2026	Absolute growth in units	% growth
35 BABY FOODS	464,759	242,678	52.2%
33 FIBRE FOOD PRODUCTS	20	9	43.2%
45 FIRST AID KITS	316	74	23.4%
54 BABY DISPOSABLE & CH ENU	230	38	16.4%
80 FRAGRANCES	1,823	250	13.7%
65 BABY+NURSING ACCESSORIES	2,137	138	6.5%
53 PRDS FOR BLADDER PROBLEM	384,377	19,875	5.2%
30 SPEC ENTERAL NUTRITION PRD	196,188	8,516	4.3%
09 MOUTH TREATMENT PRODUCTS	315,165	13,593	4.3%
07 EYE CARE	1,478,758	52,172	3.5%

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



Fastest Growing OTC1 in Rx sales in % growth in VALUE PSP



	PSP/EUR MAT/07/2026	Absolute growth in value	% growth
35 BABY FOODS	9.2 M €	4.2 M €	45.5%
04 VIT/MINERALS/NUTRIT.SUPPL	77.9 M €	2.8 M €	3.6%
07 EYE CARE	20.1 M €	1.5 M €	7.4%
53 PRDS FOR BLADDER PROBLEM	27.6 M €	1.4 M €	5.0%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.6 M €	4.8%
12 URINARY AND REPRUDUCT CARE	13.9 M €	0.5 M €	3.8%
03 DIGEST & OTH INTEST PROD	49.4 M €	0.5 M €	1.1%
06 SKIN TREATMENT	20.6 M €	0.5 M €	2.4%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.2 M €	6.3%
83 UNISEX BEAUTY PRODUCTS	8.2 M €	0.2 M €	2.7%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/07/2026	Absolute growth in units	% growth
35 BABY FOODS	464,759	242,678	52.2%
07 EYE CARE	1,478,758	52,172	3.5%
04 VIT/MINERALS/NUTRIT.SUPPL	3,903,526	40,968	1.0%
53 PRDS FOR BLADDER PROBLEM	384,377	19,875	5.2%
09 MOUTH TREATMENT PRODUCTS	315,165	13,593	4.3%
13 CALM SLEEP MOOD ENHANCING PROD	675,731	11,264	1.7%
30 SPEC ENTERAL NUTRITION PRD	196,188	8,516	4.3%
79 OTHER PATIENT ARE PRODS	92,291	465	0.5%
80 FRAGRANCES	1,823	250	13.7%
65 BABY+NURSING ACCESSORIES	2,137	138	6.5%