

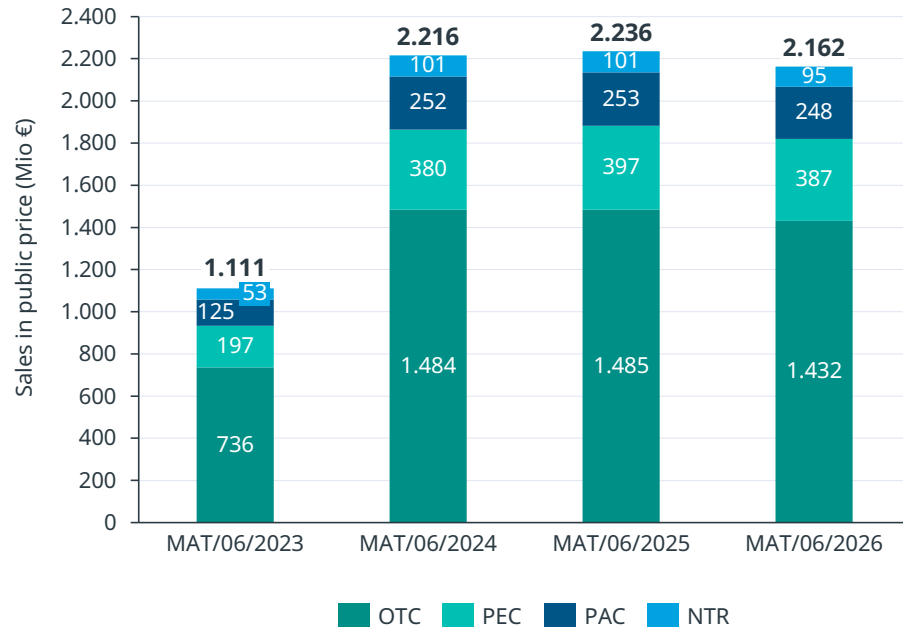


Monthly Belgium and Luxembourg Market Trends June 2026

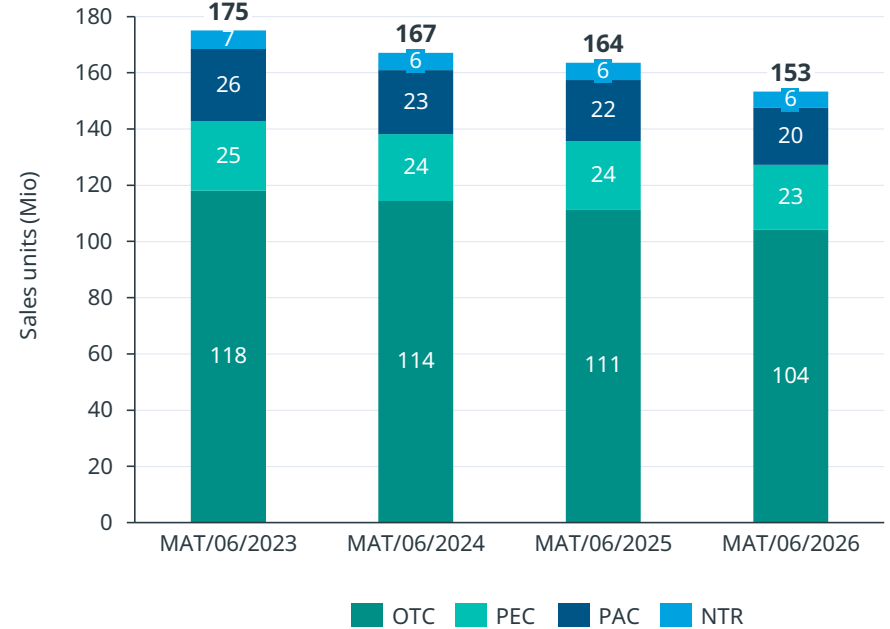
- Belgium: Retail
- **Belgium: Consumer Health**
- Luxembourg: Retail

The Belgian retail market is worth € 2.2 billion

Sales Evolution
VALUE



Sales Evolution
UNITS

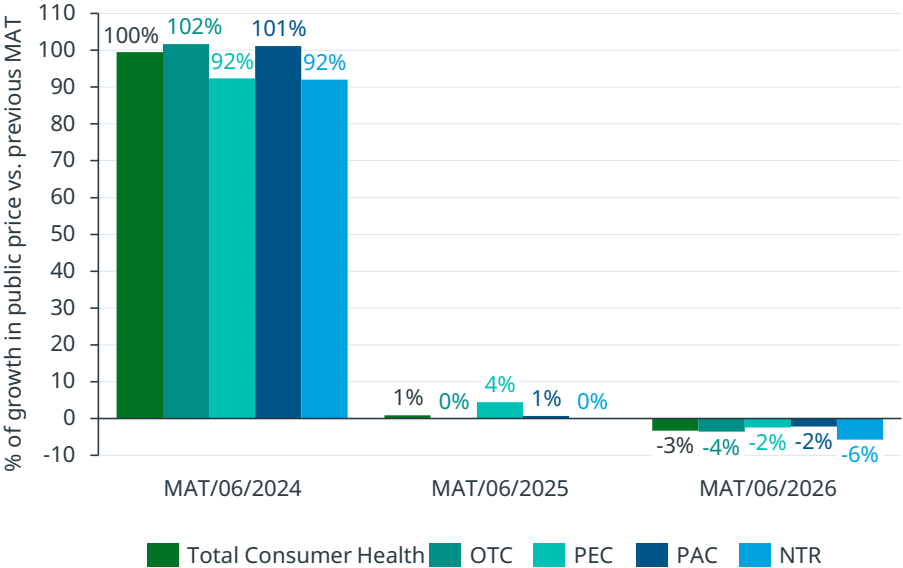


Consumer Health market growth evolution in Belgium

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 -07%

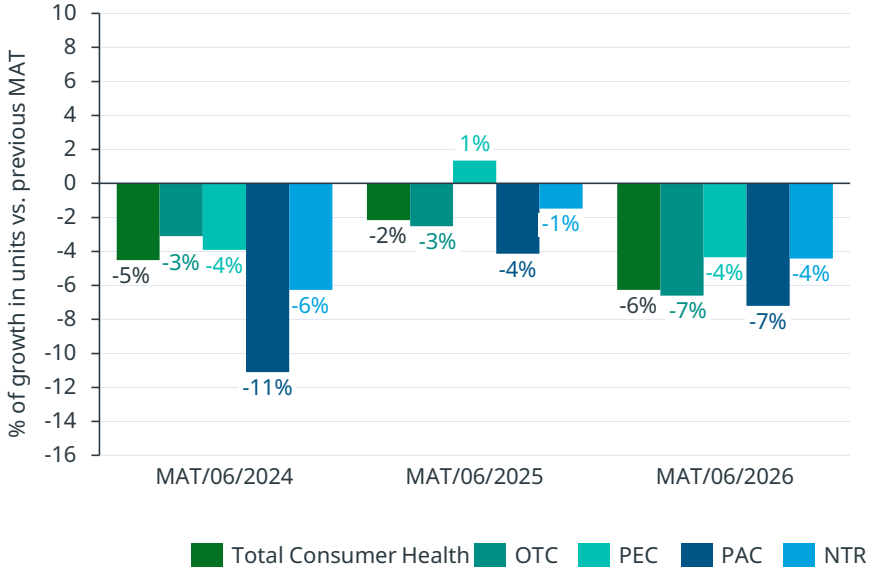
% of growth versus previous MAT

VALUE



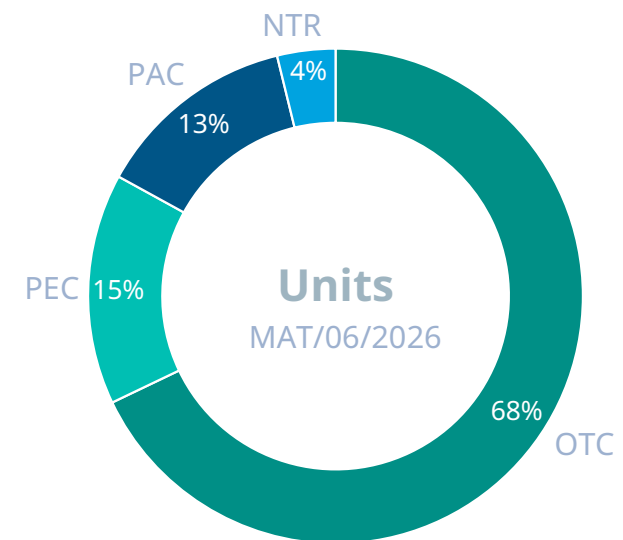
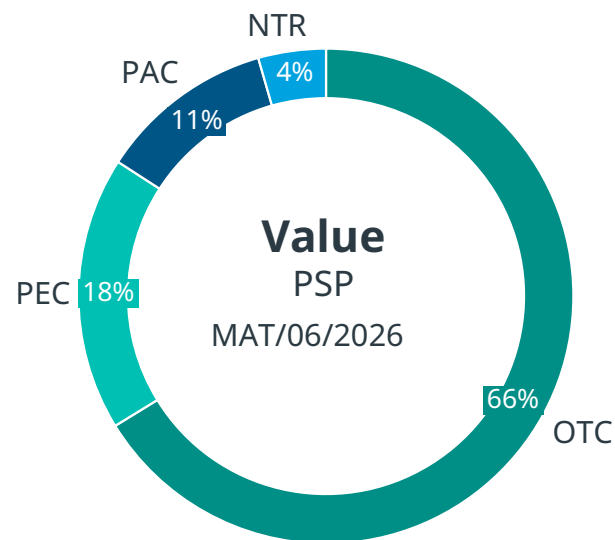
% of growth versus previous MAT

UNITS



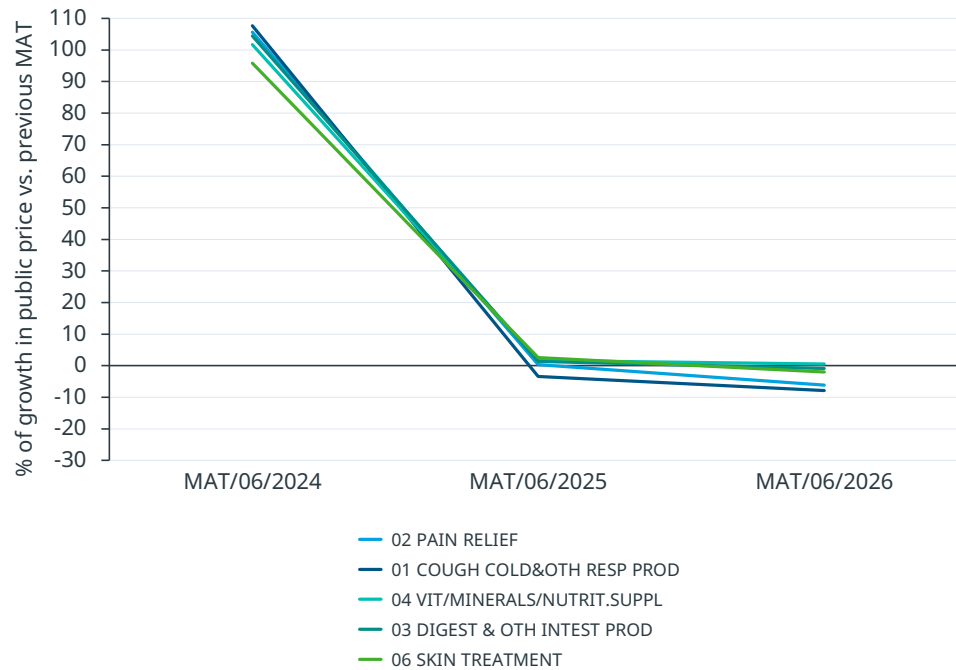
OTC segment has a market share of 68% in units and 66% in value of the total CH market

Market Share

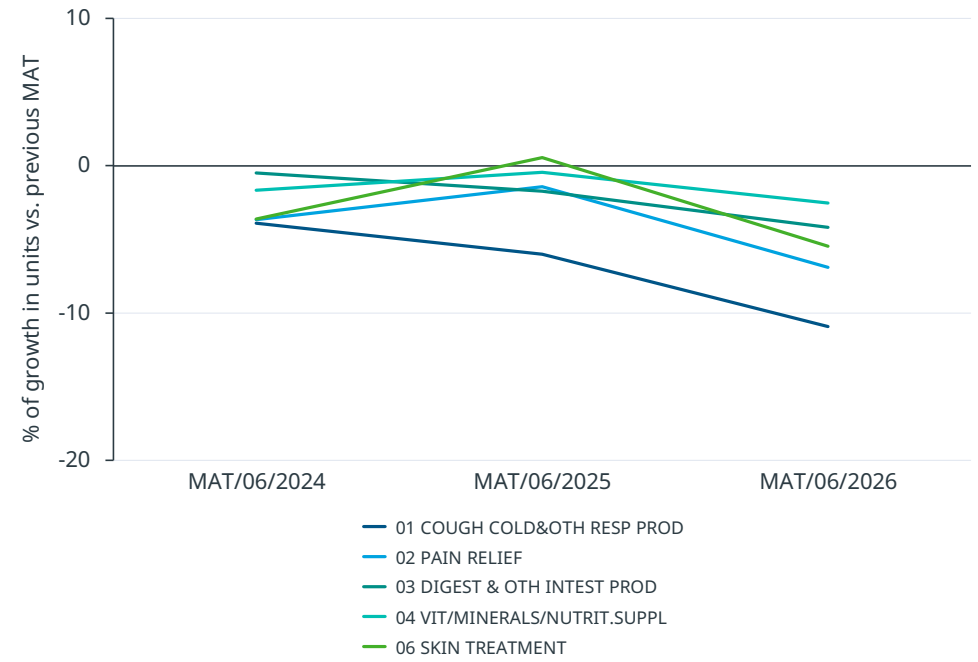


Top 5 classes sales evolution

% 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/06/2026	% 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	83 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/06/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,054,545	11.8%
01B COLD REMEDIES	9,541,447	6.2%
01A COUGH PRODUCTS	6,228,301	4.1%
01C SORE THROAT REMEDIES	5,212,851	3.4%
07A EYE CARE	5,112,729	3.3%
03C LAXATIVES	4,820,563	3.1%
04E OTHER SPECIFIC VITAMINS	3,829,368	2.5%
04F MINERAL SUPPLEMENTS	3,540,176	2.3%
02E MUSCULAR PAIN RELIEF	3,073,921	2.0%
06B HAND SKIN WOUND DISINFECT	2,801,119	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/06/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	0 K €	0 K €	61.1%
35 BABY FOODS	8926 K €	4035 K €	45.2%
54 BABY DISPOSABLE & CH ENU	4 K €	1 K €	27.0%
45 FIRST AID KITS	5 K €	1 K €	23.6%
65 BABY+NURSING ACCESSORIES	32 K €	5 K €	16.9%
52 INCONTINENCE CARE PRDS	1187 K €	148 K €	12.5%
31 DIABETIC FOOD PRODUCTS	0 K €	0 K €	12.0%
80 FRAGRANCES	35 K €	2 K €	6.7%
09 MOUTH TREATMENT PRODUCTS	2985 K €	200 K €	6.7%
07 EYE CARE	19919 K €	1252 K €	6.3%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/06/2026	Absolute growth in units	% growth
35 BABY FOODS	447,763	231,907	51.8%
33 FIBRE FOOD PRODUCTS	23	11	49.0%
45 FIRST AID KITS	290	69	23.7%
31 DIABETIC FOOD PRODUCTS	88	15	16.9%
54 BABY DISPOSABLE & CH ENU	223	34	15.2%
80 FRAGRANCES	1,795	236	13.1%
65 BABY+NURSING ACCESSORIES	2,190	233	10.6%
59 PHARMACY EQUIPMENT	598	26	4.4%
53 PRDS FOR BLADDER PROBLEM	383,229	16,675	4.4%
39 OTH NUTRITIONAL PRODUCTS	336	14	4.2%

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/06/2026	Absolute growth in value	% growth
35 BABY FOODS	8.9 M €	4.0 M €	45.2%
04 VIT/MINERALS/NUTRIT.SUPPL	77.8 M €	2.8 M €	3.5%
53 PRDS FOR BLADDER PROBLEM	27.5 M €	1.3 M €	4.7%
07 EYE CARE	19.9 M €	1.3 M €	6.3%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.7 M €	5.4%
06 SKIN TREATMENT	20.4 M €	0.5 M €	2.6%
12 URINARY AND REPRUDUCT CARE	13.8 M €	0.5 M €	3.3%
03 DIGEST & OTH INTEST PROD	49.2 M €	0.3 M €	0.7%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.2 M €	6.0%
09 MOUTH TREATMENT PRODUCTS	3.0 M €	0.2 M €	6.7%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/06/2026	Absolute growth in units	% growth
35 BABY FOODS	447,763	231,907	51.8%
07 EYE CARE	1,471,455	34,224	2.3%
04 VIT/MINERALS/NUTRIT.SUPPL	3,902,055	32,673	0.8%
53 PRDS FOR BLADDER PROBLEM	383,229	16,675	4.4%
13 CALM SLEEP MOOD ENHANCING PROD	677,621	14,044	2.1%
09 MOUTH TREATMENT PRODUCTS	314,061	11,679	3.7%
30 SPEC ENTERAL NUTRITION PRD	194,156	4,854	2.5%
80 FRAGRANCES	1,795	236	13.1%
65 BABY+NURSING ACCESSORIES	2,190	233	10.6%
79 OTHER PATIENT ARE PRODS	92,439	153	0.2%