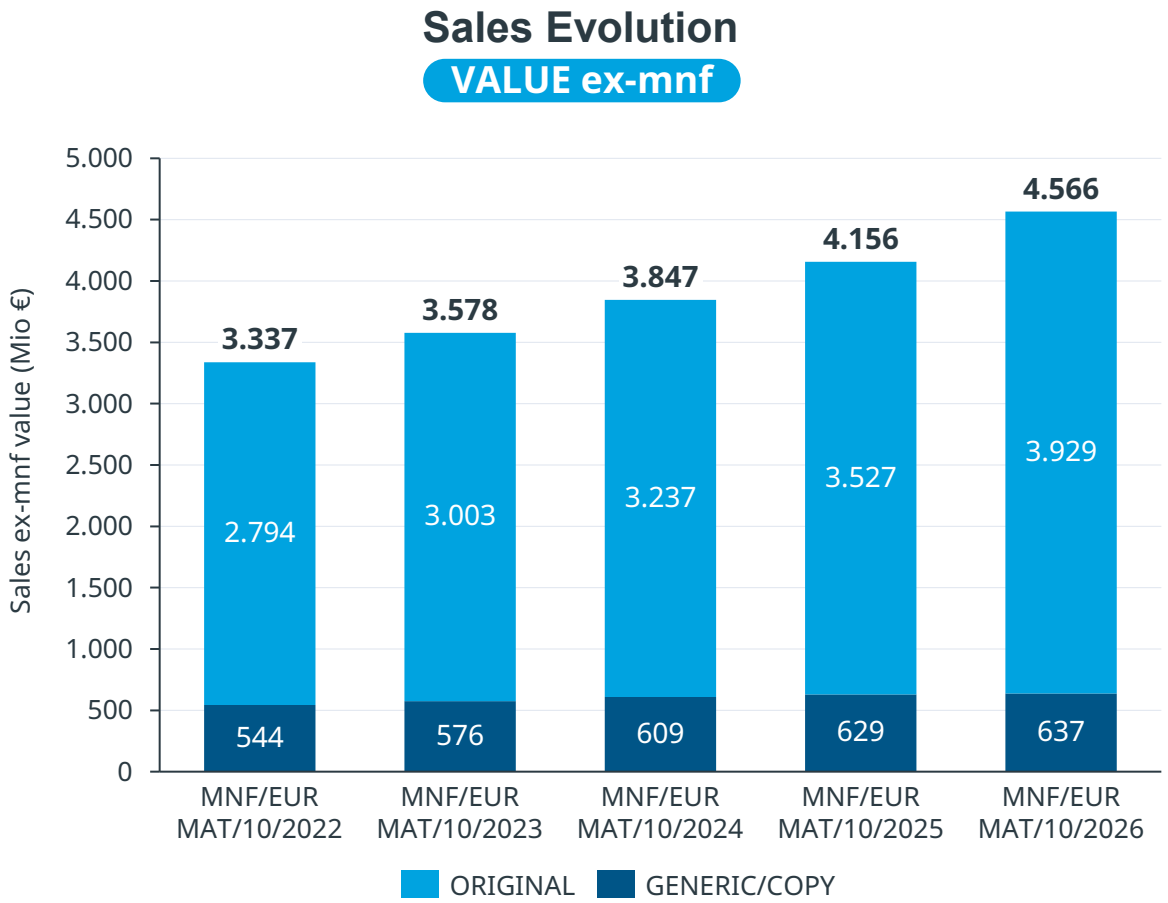


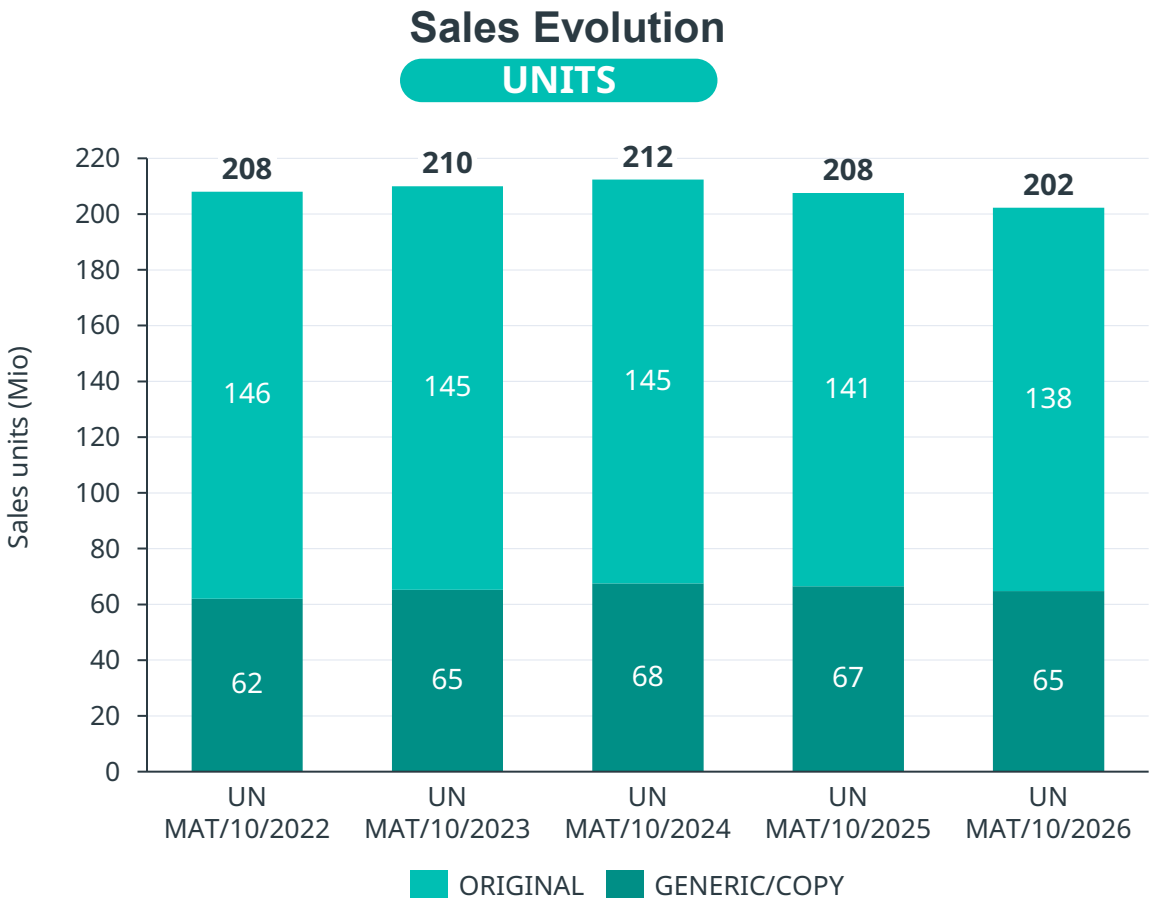
Monthly Belgium and Luxembourg Market Trends October 2026

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

The Belgian retail market is worth € 4.6 billion in 2026

It shows growth in value and decline in units for the current MAT

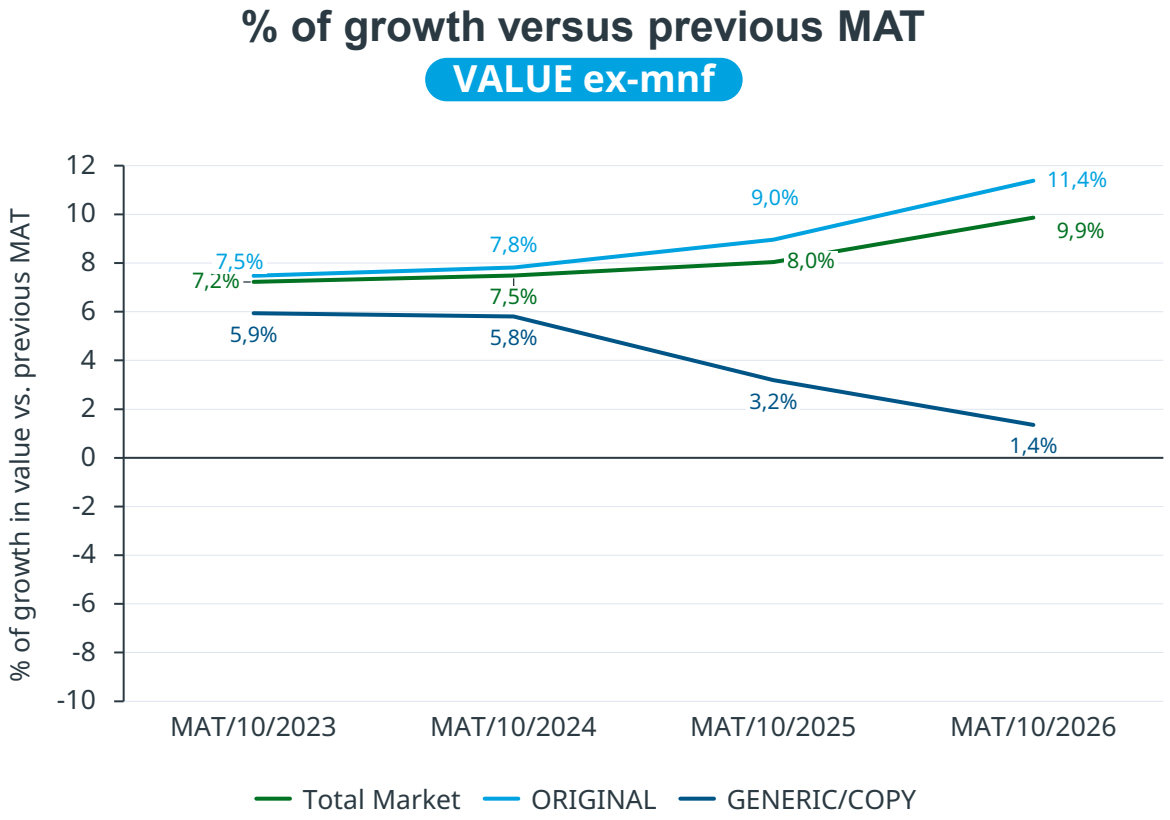


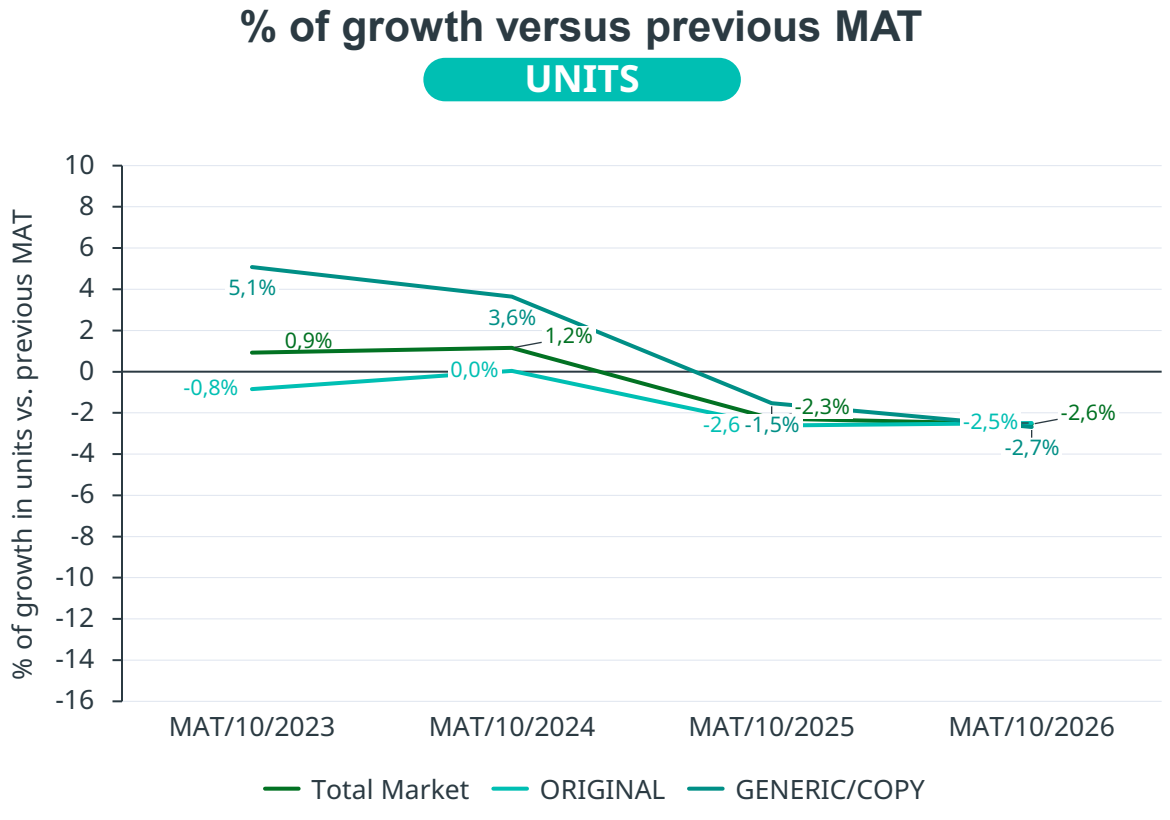


 Source: IQVIA – LMPB services – Selling In data (registered drugs)

Retail market growth evolution BE: original vs generics

In value, the total retail grows with 10%, while the generic/copy market also shows an increase of 01%
The total retail market in units shows a decrease of -2.6% while the generic/copy market declines with -2.7%





 Source: IQVIA – LMPB services – Selling In data (registered drugs)

The top 10 best selling ATC classes in retail in units and value (registered products)

Top 10 Best Selling ATC classes in retail VALUE ex-mnf

	MNF/EUR MAT/10/2026	% of BE Retail Market
A10 ANTIDIABETIQUES	636 M €	14%
L04 IMMUNOSUPPRESSEURS	510 M €	11%
C10 PR LIPID-REGUL A-ATHEROM	313 M €	7%
R03 ANTIASTHM & COPD PRDTS	271 M €	6%
B01 THROMBOLYTIQUES	264 M €	6%
N02 ANALGESIQUES	240 M €	5%
J05 ANTIVIRAUX SYSTEMIQUES	171 M €	4%
C09 PROD ACT SYS RENIN-ANGIO	165 M €	4%
N05 PSYCHOLEPTIQUES	138 M €	3%
J07 VACCINS	124 M €	3%

Top 10 Best Selling ATC classes in retail UNITS

	UN MAT/10/2026	% of BE Retail Market
N02 ANALGESIQUES	24,562,768	12%
N05 PSYCHOLEPTIQUES	12,373,423	6%
A10 ANTIDIABETIQUES	11,133,255	6%
A02 A-ACID.A-FLATUL.A-ULCER.	9,056,338	4%
R01 ANTIINF DECONGEST RHINO	8,888,963	4%
N06 PSYCHO ANALEPTIQUES	8,188,676	4%
C10 PR LIPID-REGUL A-ATHEROM	8,048,796	4%
R05 ANTITUSSIFS PREP BRONCH	6,811,287	3%
C09 PROD ACT SYS RENIN-ANGIO	6,779,079	3%
S01 PRDT OPHTALMOLOGIQUES	5,867,237	3%

 Source: IQVIA – LMPB services – Selling In data (registered drugs)

Emerging Trends: Top 10 ATC Categories Showing Growth in Units and Value (Among Registered Products)

Fastest Growing ATC classes in retail in % growth in VALUE ex-mnf

	MNF/EUR MAT/10/2026	Absolute Growth in value	% growth
T02 TESTS DIAGNOSTICS	763 K €	613 K €	80%
A08 ANOREXIGENES SF DIETETIQ	95.8 M €	74.2 M €	77%
A10 ANTIDIABETIQUES	635.9 M €	185.4 M €	29%
J07 VACCINS	124.3 M €	28.6 M €	23%
V03 MEDICAMENTS DIVERS	18.8 M €	3.4 M €	18%
G02 AUTRES PRODUITS GYNECOLOG	6.7 M €	1.2 M €	18%
L03 AGENTS IMMUNOSTIMULANTS	400 K €	71 K €	18%
A07 PROD TROUBLES INTESTINAUX	96.7 M €	16.9 M €	17%
D05 PRD NN STER TR.INFL.CUT.	80.6 M €	13.1 M €	16%
B06 AUT.PROD HEMATOLOGIQUES	134 K €	18 K €	14%

Fastest Growing ATC classes in retail in % growth in UNITS

	UN MAT/10/2026	Absolute Growth in units	% growth
T02 TESTS DIAGNOSTICS	3,748	2,945	79%
A08 ANOREXIGENES SF DIETETIQ	731,277	542,188	74%
L03 AGENTS IMMUNOSTIMULANTS	1,726	253	15%
B06 AUT.PROD HEMATOLOGIQUES	1,900	259	14%
G02 AUTRES PRODUITS GYNECOLOG	418,133	34,232	8%
T01 DIAGNOSTIC PAR IMAGERIE	20,249	1,530	8%
V01 ALLERGENES	42,718	3,110	7%
A10 ANTIDIABETIQUES	11,133,255	718,785	6%
P01 ANTIPROTOZ.&ANTHELMINTIQ	499,651	31,393	6%
N06 PSYCHO ANALEPTIQUES	8,188,676	443,019	5%

Source: IQVIA – LMPB services – Selling In data (registered drugs)

The top 10 fastest growing ATC in units and value (in absolute growth, registered products)

Fastest Growing ATC in VALUE ex-mnf

	MNF/EUR MAT/10/2026	Absolute Growth in value	% growth
A10 ANTIDIABETIQUES	636 M €	185 M €	29%
A08 ANOREXIGENES SF DIETETIQ	96 M €	74 M €	77%
C10 PR LIPID-REGUL A-ATHEROM	313 M €	42 M €	13%
L04 IMMUNOSUPPRESSEURS	510 M €	40 M €	8%
J07 VACCINS	124 M €	29 M €	23%
A07 PROD TROUBLES INTESTINAUX	97 M €	17 M €	17%
D05 PRD NN STER TR.INFL.CUT.	81 M €	13 M €	16%
B01 THROMBOLYTIQUES	264 M €	9 M €	3%
J05 ANTIVIRAUX SYSTEMIQUES	171 M €	9 M €	5%
N06 PSYCHO ANALEPTIQUES	105 M €	9 M €	8%

Fastest Growing ATC in UNITS

	UN MAT/10/2026	Absolute Growth in units	% growth
A10 ANTIDIABETIQUES	11,133,255	718,785	6%
A08 ANOREXIGENES SF DIETETIQ	731,277	542,188	74%
N06 PSYCHO ANALEPTIQUES	8,188,676	443,019	5%
C10 PR LIPID-REGUL A-ATHEROM	8,048,796	222,353	3%
C09 PROD ACT SYS RENIN-ANGIO	6,779,079	186,092	3%
G03 HORM.SEX.INDUCT APP GENIT	3,730,816	161,154	4%
A11 VITAMINES	3,432,056	137,884	4%
A06 MED CONSTIP+NETT INTEST	4,217,455	117,137	3%
A07 PROD TROUBLES INTESTINAUX	2,341,345	102,295	4%
J05 ANTIVIRAUX SYSTEMIQUES	731,176	34,511	5%

Source: IQVIA – LMPB services – Selling In data (registered drugs)