

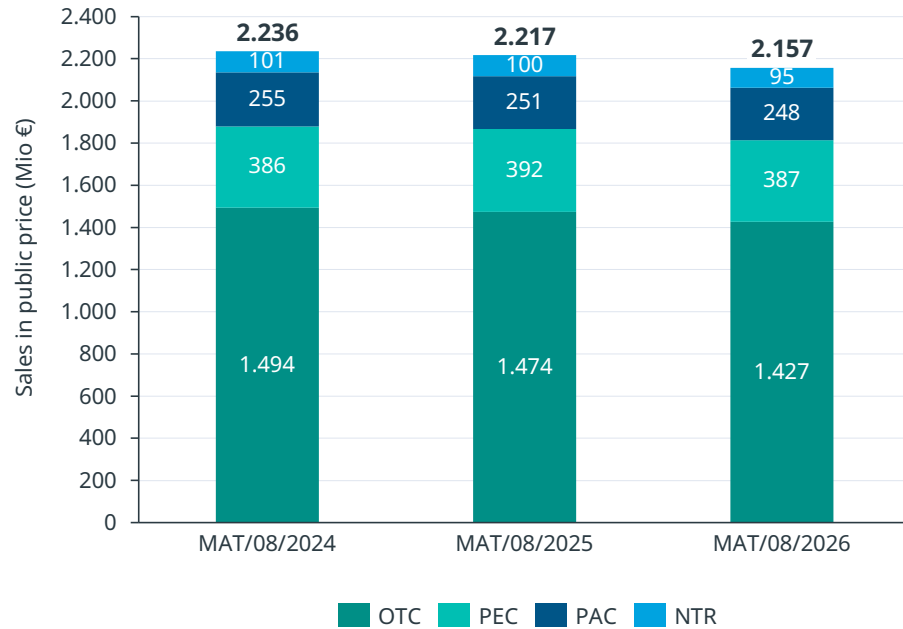


Monthly Belgium and Luxembourg Market Trends August 2026

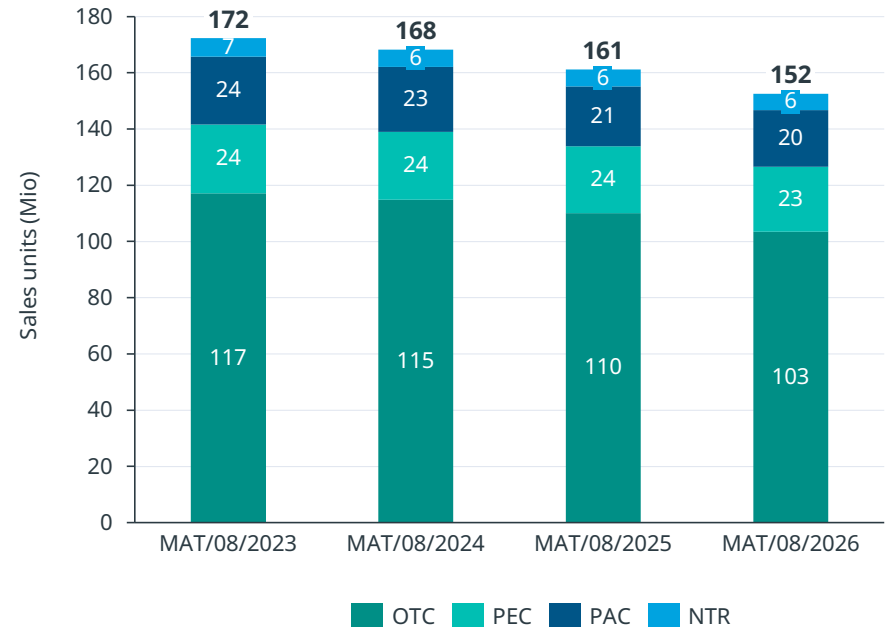
- Belgium: Retail
- **Belgium: Consumer Health**
- Luxembourg: Retail

The Belgian retail market is worth € 2.2 billion

Sales Evolution
VALUE



Sales Evolution
UNITS

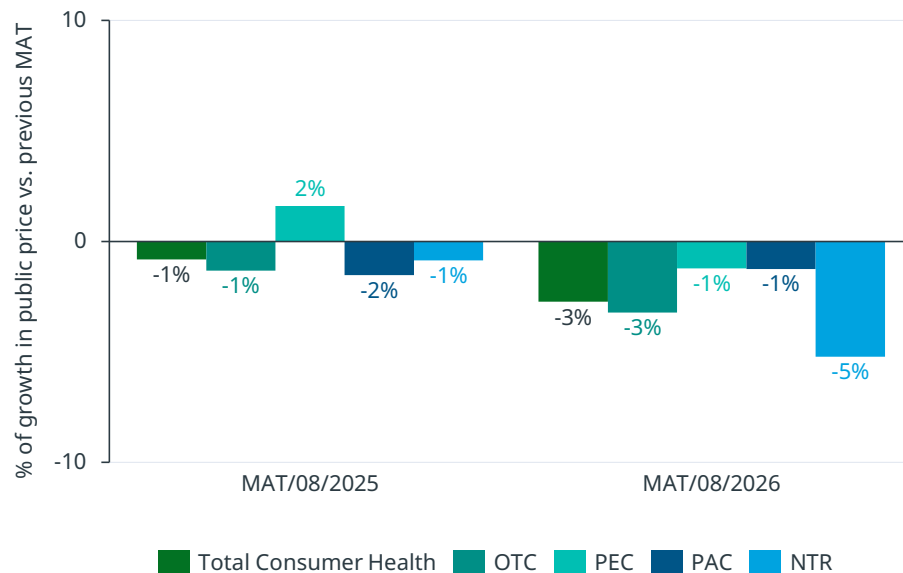


Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows a decrease of -03%, while Patient Care declines with -01% and in units, the CH market shows a decrease of -05%, while the OTC also declines with -06%

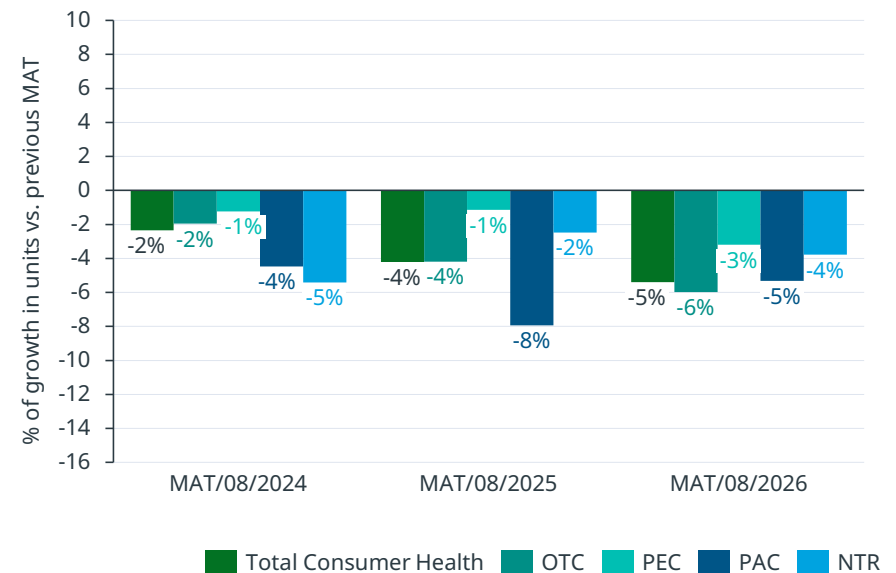
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

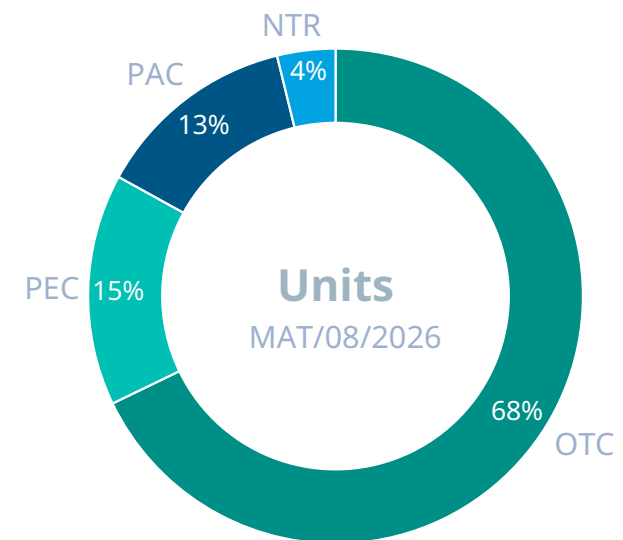
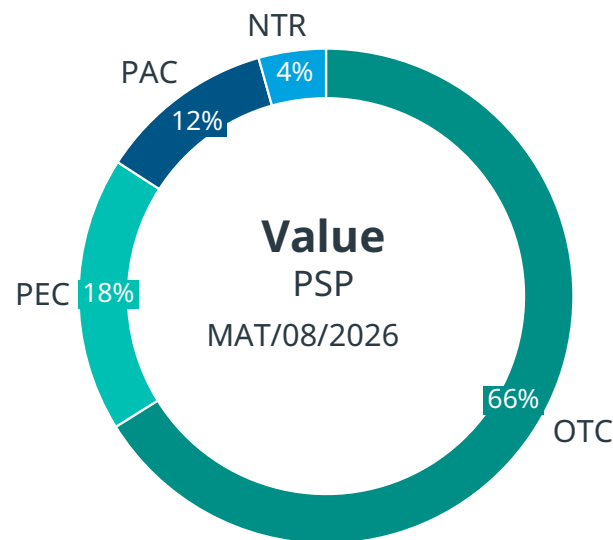
UNITS





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

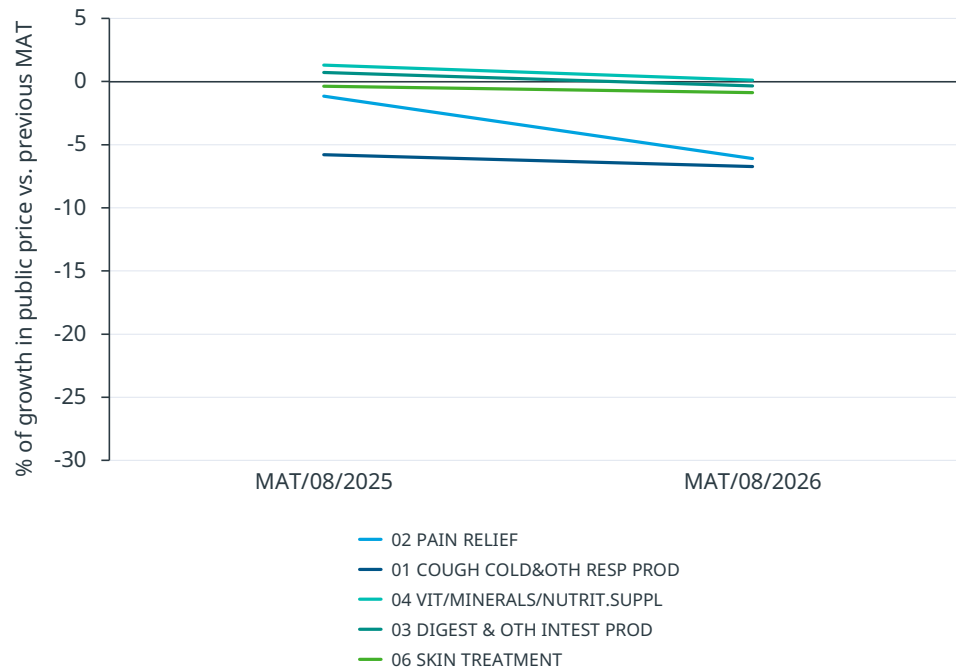
Market Share



Top 5 classes sales evolution

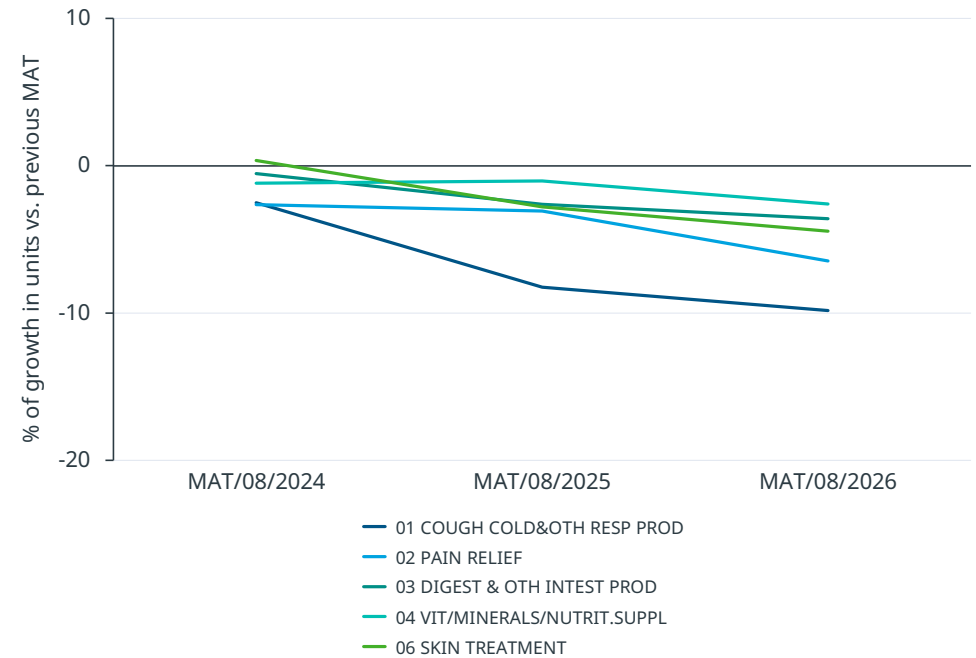
% of growth versus last MAT

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/08/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	169 M €	7.8%
04F MINERAL SUPPLEMENTS	91 M €	4.2%
01B COLD REMEDIES	85 M €	3.9%
07A EYE CARE	84 M €	3.9%
01A COUGH PRODUCTS	69 M €	3.2%
03C LAXATIVES	67 M €	3.1%
04E OTHER SPECIFIC VITAMINS	60 M €	2.8%
02E MUSCULAR PAIN RELIEF	58 M €	2.7%
35G MILK PRDS FOR CHILDREN	55 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/08/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	17,923,649	11.8%
01B COLD REMEDIES	9,459,123	6.2%
01A COUGH PRODUCTS	6,169,211	4.0%
01C SORE THROAT REMEDIES	5,176,538	3.4%
07A EYE CARE	5,131,433	3.4%
03C LAXATIVES	4,832,713	3.2%
04E OTHER SPECIFIC VITAMINS	3,812,676	2.5%
04F MINERAL SUPPLEMENTS	3,535,025	2.3%
02E MUSCULAR PAIN RELIEF	3,027,015	2.0%
06B HAND SKIN WOUND DISINFECT	2,791,292	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/08/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	98 €	53 €	54.5%
35 BABY FOODS	9368 K €	4146 K €	44.3%
54 BABY DISPOSABLE & CH ENU	5 K €	2 K €	43.7%
45 FIRST AID KITS	5 K €	1 K €	23.9%
52 INCONTINENCE CARE PRDS	1259 K €	210 K €	16.6%
65 BABY+NURSING ACCESSORIES	31 K €	5 K €	14.9%
38 SWEETENERS	2 K €	144 €	8.5%
07 EYE CARE	20.3 M €	1605 K €	7.9%
39 OTH NUTRITIONAL PRODUCTS	4 K €	285 €	7.8%
80 FRAGRANCES	35 K €	3 K €	7.7%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/08/2026	Absolute growth in units	% growth
33 FIBRE FOOD PRODUCTS	20	10	50.4%
35 BABY FOODS	471,088	236,617	50.2%
54 BABY DISPOSABLE & CH ENU	273	91	33.5%
45 FIRST AID KITS	322	74	23.1%
80 FRAGRANCES	1,802	213	11.8%
39 OTH NUTRITIONAL PRODUCTS	341	34	10.1%
65 BABY+NURSING ACCESSORIES	2,134	129	6.0%
53 PRDS FOR BLADDER PROBLEM	385,250	21,821	5.7%
30 SPEC ENTERAL NUTRITION PRD	197,994	10,869	5.5%
09 MOUTH TREATMENT PRODUCTS	316,003	14,583	4.6%

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/08/2026	Absolute growth in value	% growth
35 BABY FOODS	9.4 M €	4.1 M €	44.3%
04 VIT/MINERALS/NUTRIT.SUPPL	77.9 M €	2.5 M €	3.2%
07 EYE CARE	20.3 M €	1.6 M €	7.9%
53 PRDS FOR BLADDER PROBLEM	27.7 M €	1.5 M €	5.6%
03 DIGEST & OTH INTEST PROD	49.5 M €	0.7 M €	1.4%
12 URINARY AND REPRUDUCT CARE	14.0 M €	0.6 M €	4.4%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.5 M €	4.0%
06 SKIN TREATMENT	20.6 M €	0.4 M €	2.0%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.2 M €	6.8%
83 UNISEX BEAUTY PRODUCTS	8.2 M €	0.2 M €	2.8%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/08/2026	Absolute growth in units	% growth
35 BABY FOODS	471,088	236,617	50.2%
07 EYE CARE	1,484,841	58,200	3.9%
04 VIT/MINERALS/NUTRIT.SUPPL	3,895,462	31,451	0.8%
53 PRDS FOR BLADDER PROBLEM	385,250	21,821	5.7%
09 MOUTH TREATMENT PRODUCTS	316,003	14,583	4.6%
30 SPEC ENTERAL NUTRITION PRD	197,994	10,869	5.5%
13 CALM SLEEP MOOD ENHANCING PROD	674,150	6,618	1.0%
79 OTHER PATIENT ARE PRODS	92,831	1,360	1.5%
80 FRAGRANCES	1,802	213	11.8%
65 BABY+NURSING ACCESSORIES	2,134	129	6.0%