

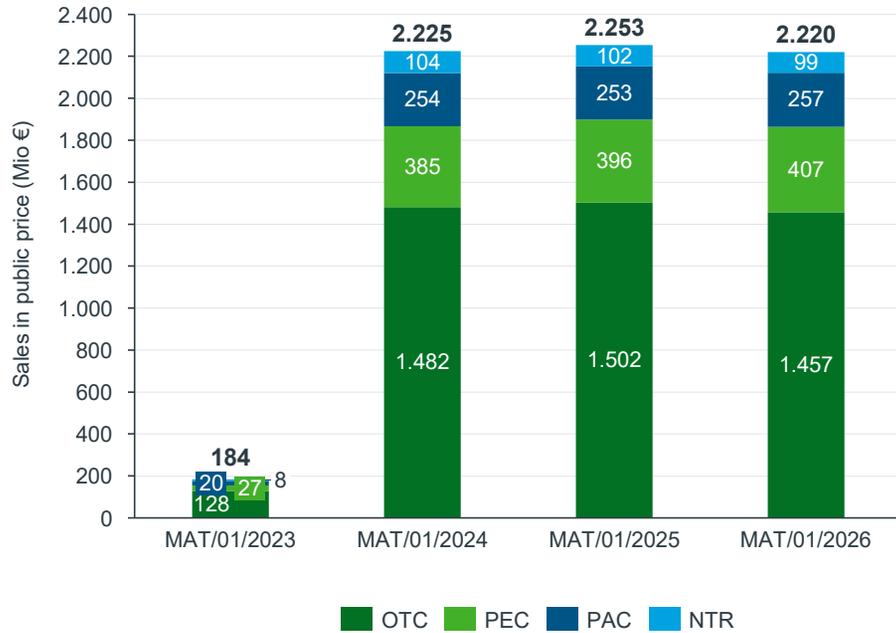
Monthly Belgium and Luxembourg Market Trends January 2026

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

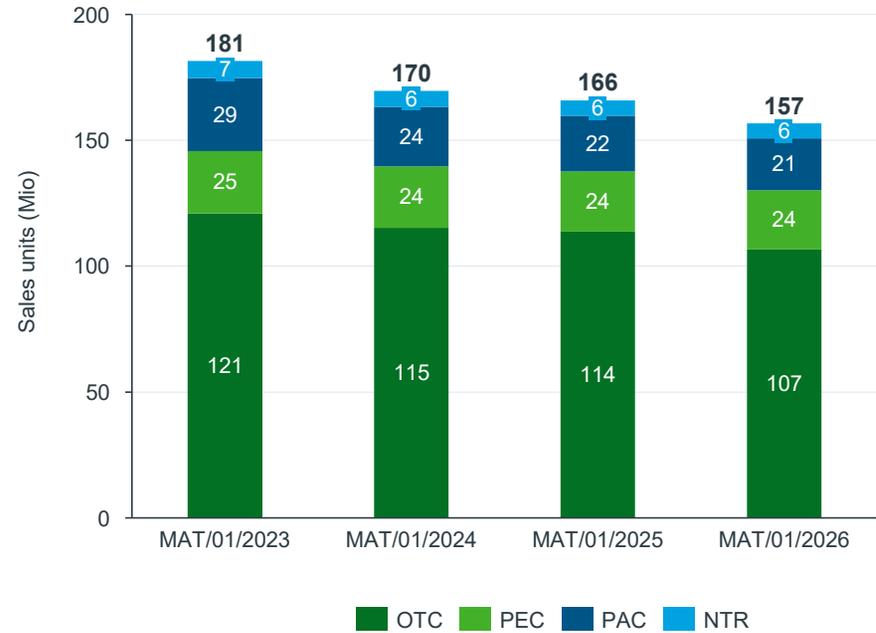


The Belgian retail market is worth € 2.2 billion

Sales Evolution VALUE



Sales Evolution UNITS



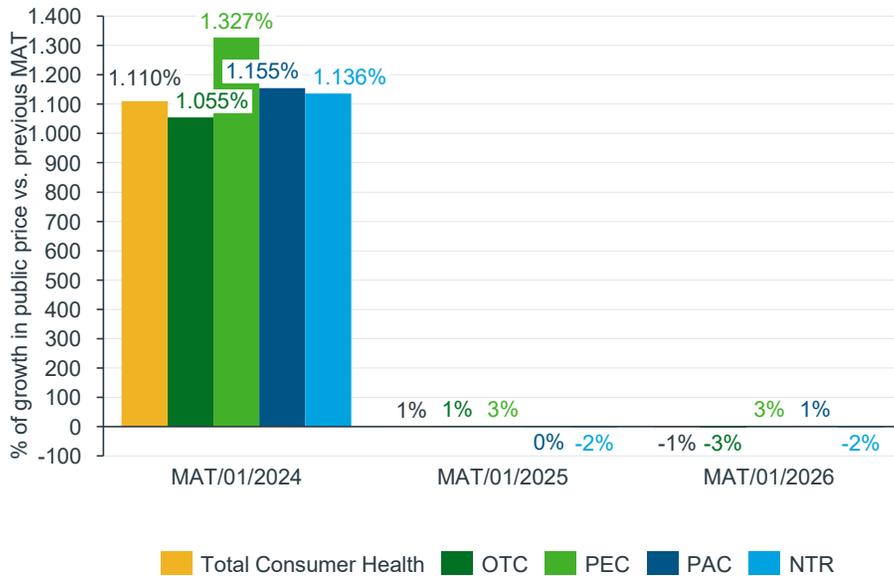


Consumer Health market growth evolution in Belgium

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

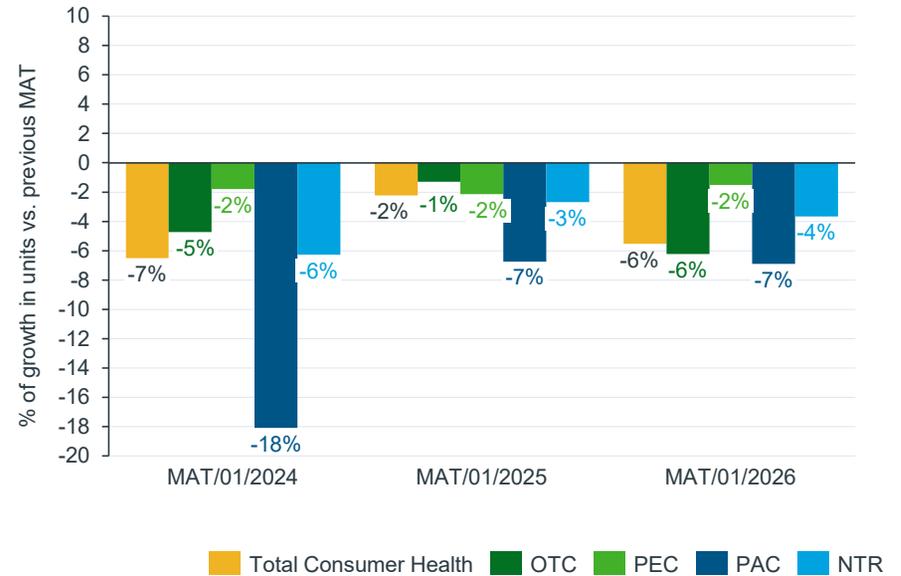
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

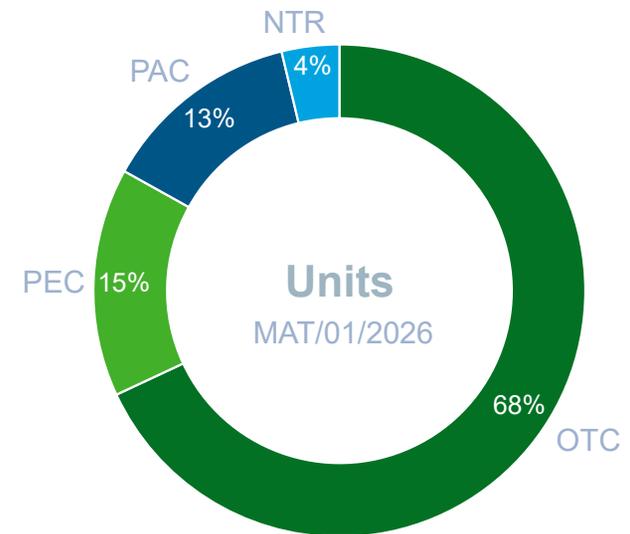
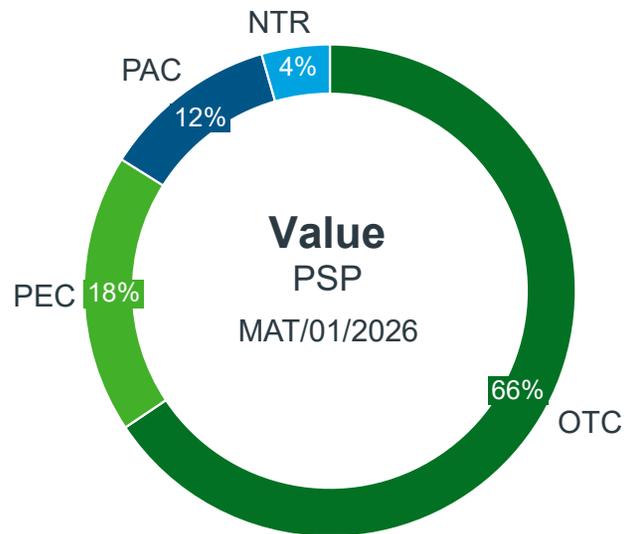
UNITS





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

Market Share

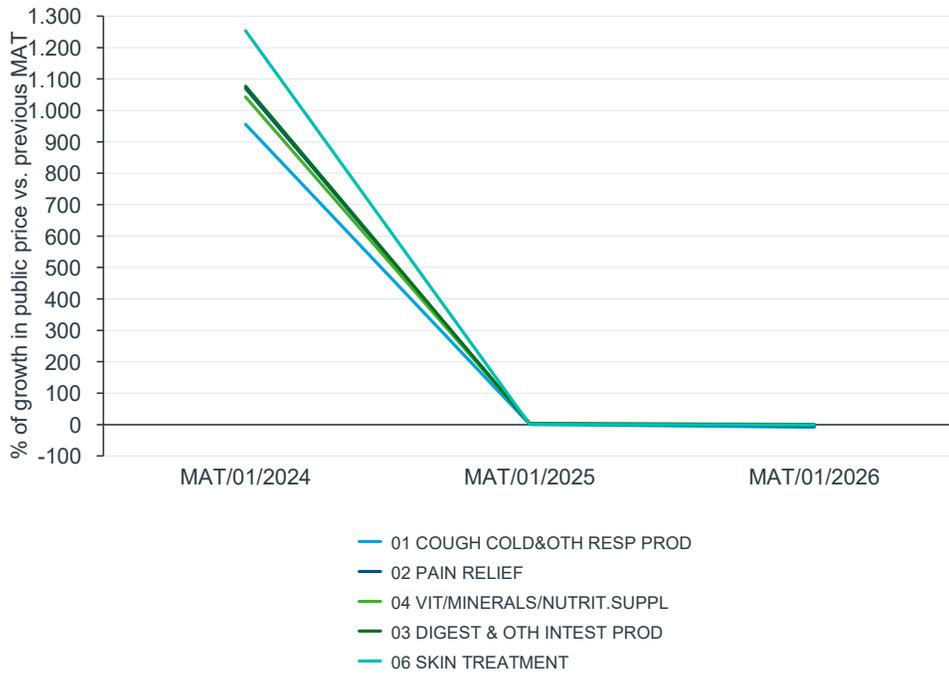




Top 5 classes sales evolution

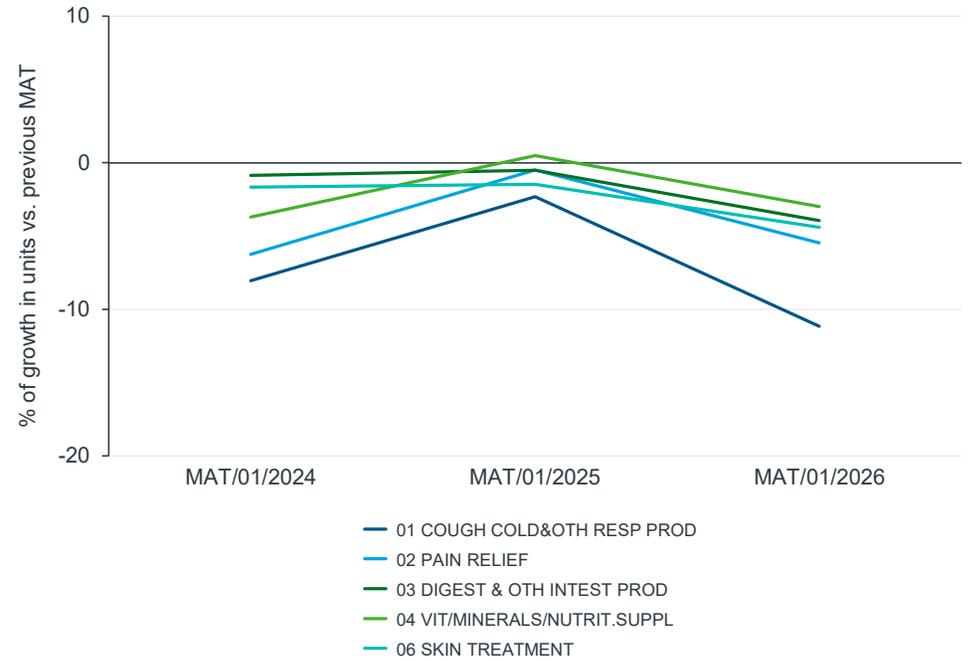
% of growth versus last MAT

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/01/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	176 M €	7.9%
04F MINERAL SUPPLEMENTS	92 M €	4.1%
01B COLD REMEDIES	88 M €	4.0%
07A EYE CARE	82 M €	3.7%
01A COUGH PRODUCTS	72 M €	3.3%
03C LAXATIVES	65 M €	2.9%
02E MUSCULAR PAIN RELIEF	61 M €	2.7%
35G MILK PRDS FOR CHILDREN	59 M €	2.7%
04E OTHER SPECIFIC VITAMINS	59 M €	2.7%
01C SORE THROAT REMEDIES	52 M €	2.3%

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



	UN MAT/01/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,592,627	11.9%
01B COLD REMEDIES	9,954,218	6.4%
01A COUGH PRODUCTS	6,556,184	4.2%
01C SORE THROAT REMEDIES	5,356,239	3.4%
07A EYE CARE	5,110,233	3.3%
03C LAXATIVES	4,783,302	3.1%
04E OTHER SPECIFIC VITAMINS	3,839,245	2.5%
04F MINERAL SUPPLEMENTS	3,528,149	2.3%
02E MUSCULAR PAIN RELIEF	3,178,988	2.0%
06B HAND SKIN WOUND DISINFECT	2,832,347	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/01/2026	Absolute growth in value	% growth
35 BABY FOODS	6978 K €	2113 K €	30.3%
45 FIRST AID KITS	4 K €	1 K €	27.1%
52 INCONTINENCE CARE PRDS	1133 K €	214 K €	18.9%
54 BABY DISPOSABLE & CH ENU	3 K €	0 K €	9.7%
30 SPEC ENTERAL NUTRITION PRD	3956 K €	364 K €	9.2%
50 STOMACARE PRODUCTS	511 K €	46 K €	8.9%
36 FOOD FOR ADULTS	154 K €	11 K €	7.2%
46 WOUND CARE	729 K €	48 K €	6.5%
06 SKIN TREATMENT	20268 K €	1314 K €	6.5%
31 DIABETIC FOOD PRODUCTS	0 K €	0 K €	6.0%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/01/2026	Absolute growth in units	% growth
45 FIRST AID KITS	282	105	37.3%
35 BABY FOODS	335,257	121,692	36.3%
54 BABY DISPOSABLE & CH ENU	194	41	21.2%
31 DIABETIC FOOD PRODUCTS	85	7	8.7%
65 BABY+NURSING ACCESSORIES	2,103	122	5.8%
39 OTH NUTRITIONAL PRODUCTS	291	16	5.6%
06 SKIN TREATMENT	2,134,636	63,393	3.0%
59 PHARMACY EQUIPMENT	591	16	2.7%
13 CALM SLEEP MOOD ENHANCING PROD	676,920	16,728	2.5%
55 INJECTION DEVICES	146,911	3,498	2.4%



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/01/2026	Absolute growth in value	% growth
04 VIT/MINERALS/NUTRIT.SUPPL	77.0 M €	2.4 M €	3.1%
35 BABY FOODS	7.0 M €	2.1 M €	30.3%
06 SKIN TREATMENT	20.3 M €	1.3 M €	6.5%
53 PRDS FOR BLADDER PROBLEM	26.8 M €	0.9 M €	3.5%
13 CALM SLEEP MOOD ENHANCING PROD	12.4 M €	0.7 M €	5.9%
07 EYE CARE	19.2 M €	0.6 M €	3.2%
03 DIGEST & OTH INTEST PROD	49.1 M €	0.5 M €	1.0%
83 UNISEX BEAUTY PRODUCTS	8.4 M €	0.4 M €	5.1%
30 SPEC ENTERAL NUTRITION PRD	4.0 M €	0.4 M €	9.2%
52 INCONTINENCE CARE PRDS	1.1 M €	0.2 M €	18.9%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/01/2026	Absolute growth in units	% growth
35 BABY FOODS	335,257	121,692	36.3%
06 SKIN TREATMENT	2,134,636	63,393	3.0%
13 CALM SLEEP MOOD ENHANCING PROD	676,920	16,728	2.5%
53 PRDS FOR BLADDER PROBLEM	373,045	8,129	2.2%
55 INJECTION DEVICES	146,911	3,498	2.4%
04 VIT/MINERALS/NUTRIT.SUPPL	3,872,819	2,513	0.1%
09 MOUTH TREATMENT PRODUCTS	304,928	1,455	0.5%
79 OTHER PATIENT ARE PRODS	92,053	898	1.0%
50 STOMACARE PRODUCTS	22,908	221	1.0%
65 BABY+NURSING ACCESSORIES	2,103	122	5.8%