

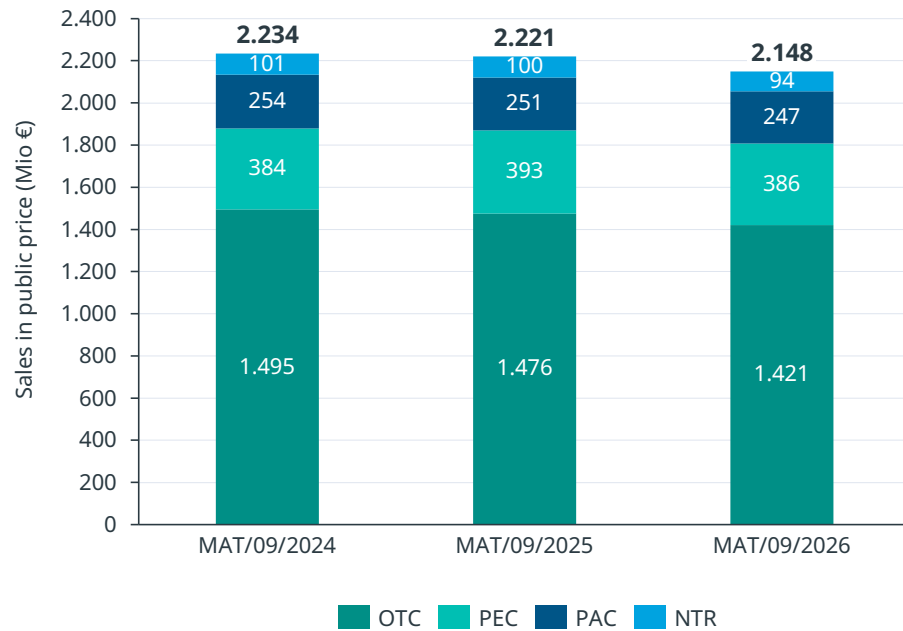


Monthly Belgium and Luxembourg Market Trends September 2026

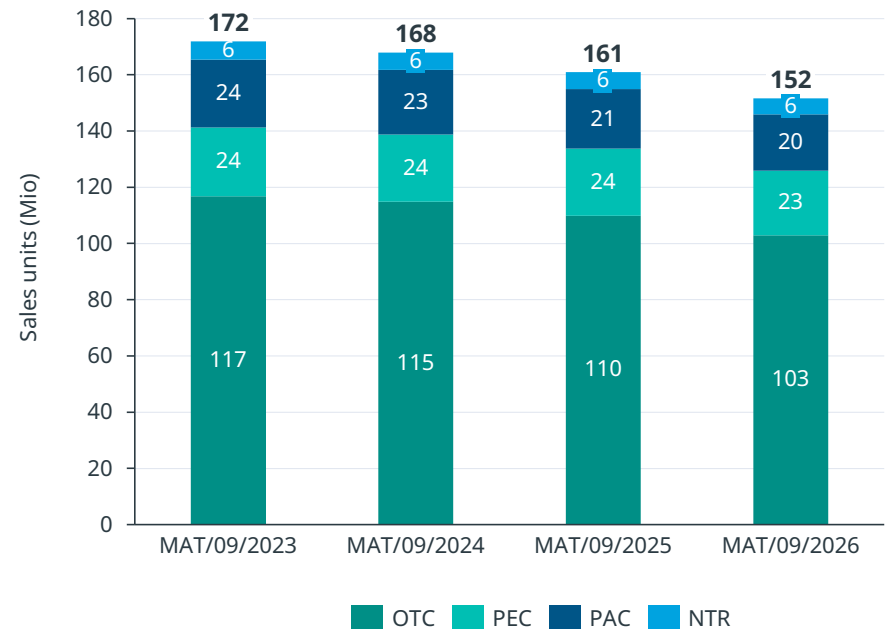
- Belgium: Retail
- **Belgium: Consumer Health**
- Luxembourg: Retail

The Belgian retail market is worth € 2.1 billion

Sales Evolution
VALUE



Sales Evolution
UNITS

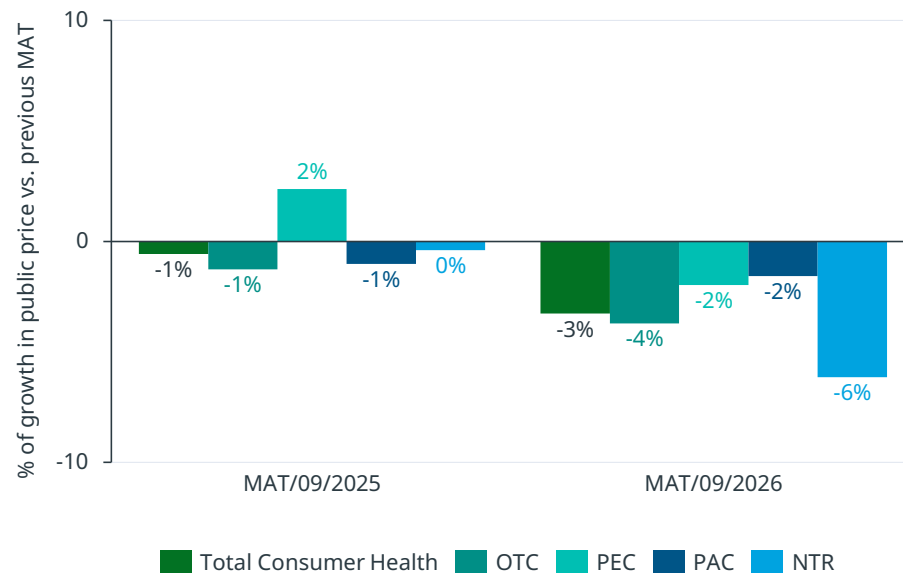


Consumer Health market growth evolution in Belgium

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%

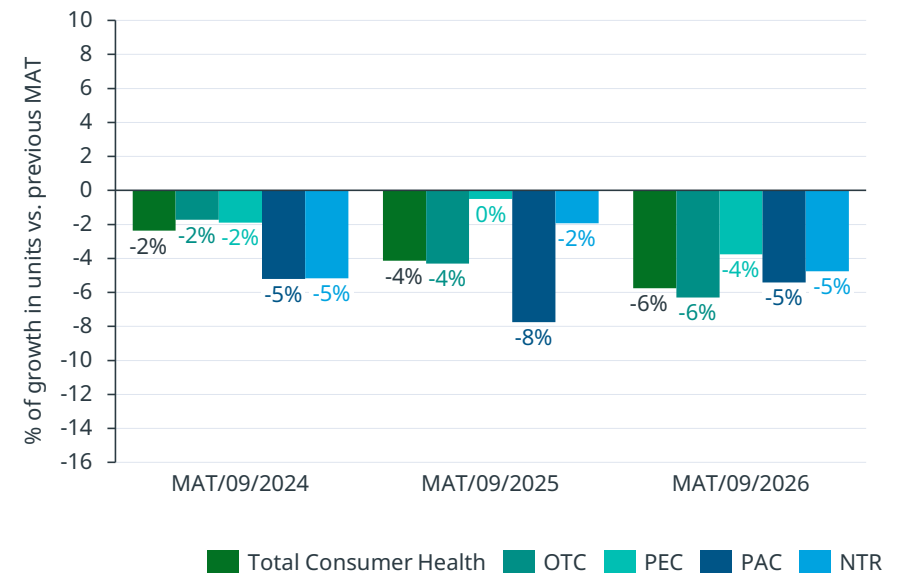
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

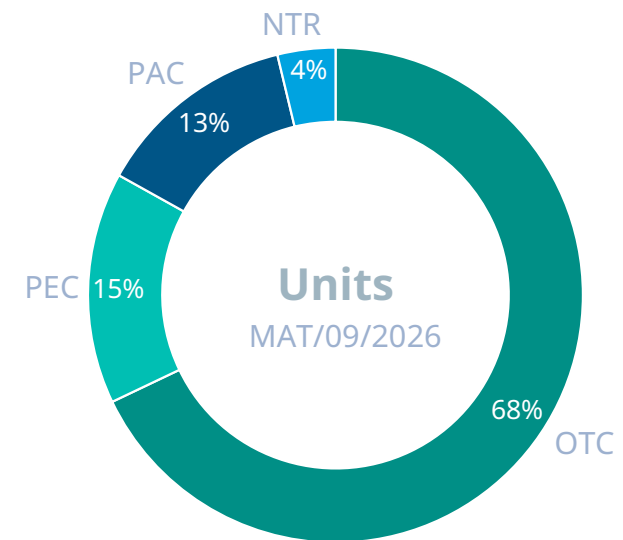
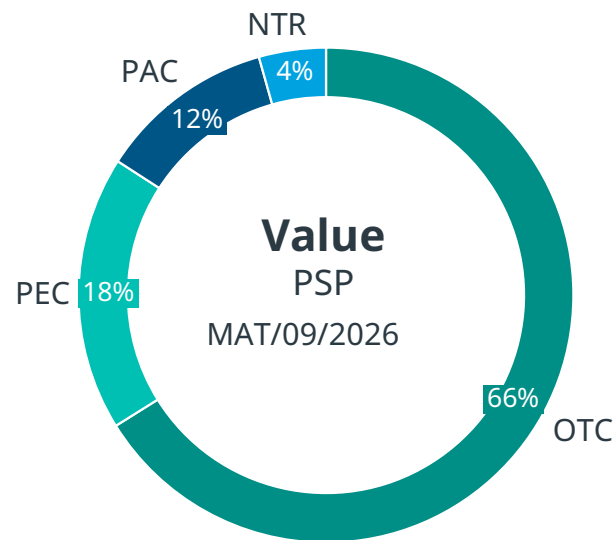
UNITS





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

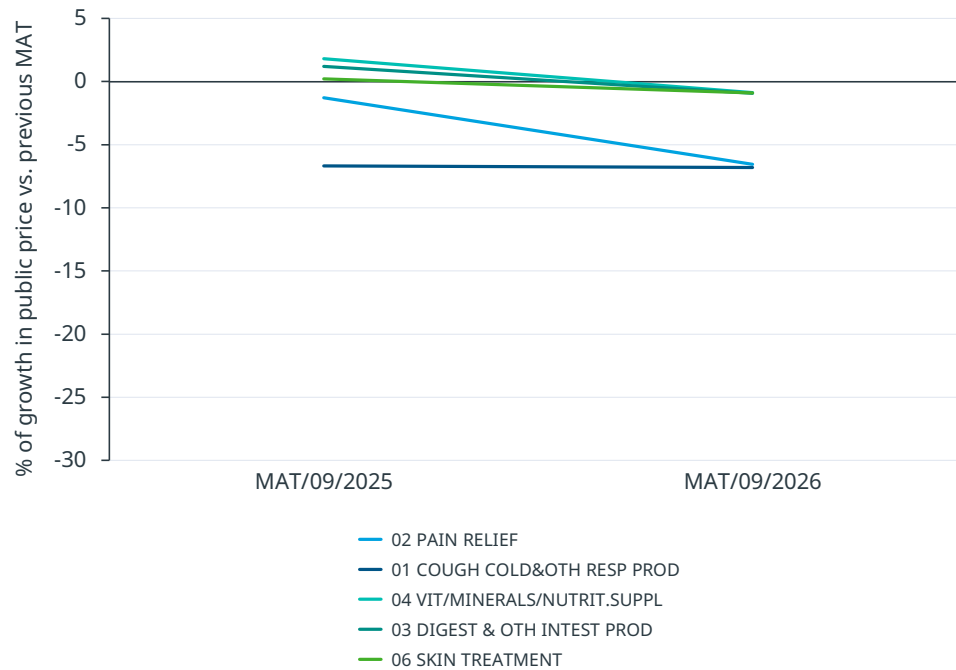
Market Share



Top 5 classes sales evolution

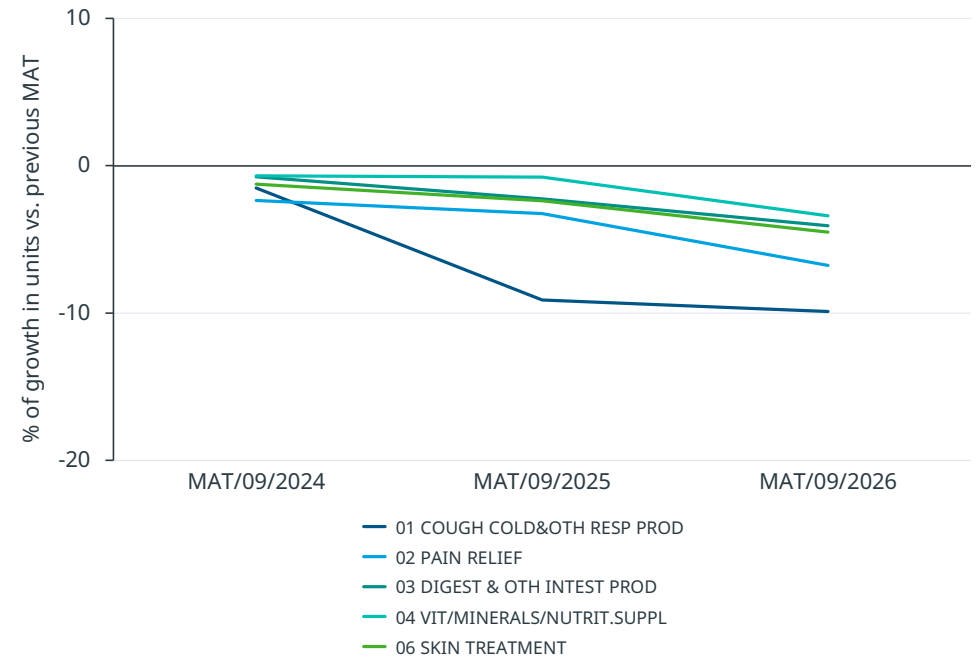
% of growth versus last MAT

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/09/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	168 M €	7.8%
04F MINERAL SUPPLEMENTS	91 M €	4.2%
01B COLD REMEDIES	84 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 €	2.5%
01C SORE THROAT REMEDIES	52 M €	2.4%

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



	UN MAT/09/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	17,843,026	11.8%
01B COLD REMEDIES	9,363,906	6.2%
01A COUGH PRODUCTS	6,142,820	4.1%
01C SORE THROAT REMEDIES	5,150,777	3.4%
07A EYE CARE	5,129,008	3.4%
03C LAXATIVES	4,824,168	3.2%
04E OTHER SPECIFIC VITAMINS	3,792,549	2.5%
04F MINERAL SUPPLEMENTS	3,525,381	2.3%
02E MUSCULAR PAIN RELIEF	3,007,145	2.0%
06B HAND SKIN WOUND DISINFECT	2,779,854	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/09/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	116 €	71 €	61.6%
54 BABY DISPOSABLE & CH ENU	5 K €	3 K €	47.6%
35 BABY FOODS	9457 K €	3928 K €	41.5%
52 INCONTINENCE CARE PRDS	1287 K €	227 K €	17.6%
39 OTH NUTRITIONAL PRODUCTS	4 K €	1 K €	13.4%
80 FRAGRANCES	36 K €	4 K €	11.6%
45 FIRST AID KITS	4 K €	413 €	9.4%
65 BABY+NURSING ACCESSORIES	31 K €	3 K €	9.2%
07 EYE CARE	20.4 M €	1.6 M €	8.0%
09 MOUTH TREATMENT PRODUCTS	3028 K €	213 K €	7.0%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/09/2026	Absolute growth in units	% growth
33 FIBRE FOOD PRODUCTS	25	15	58.9%
35 BABY FOODS	472,821	219,712	46.5%
54 BABY DISPOSABLE & CH ENU	279	106	38.0%
80 FRAGRANCES	1,843	282	15.3%
45 FIRST AID KITS	300	41	13.5%
92 HAIR CARE ACCESSORIES	211	13	6.0%
31 DIABETIC FOOD PRODUCTS	87	5	5.9%
39 OTH NUTRITIONAL PRODUCTS	332	18	5.5%
30 SPEC ENTERAL NUTRITION PRD	198,169	9,068	4.6%
53 PRDS FOR BLADDER PROBLEM	383,359	16,620	4.3%

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/09/2026	Absolute growth in value	% growth
35 BABY FOODS	9.5 M €	3.9 M €	41.5%
04 VIT/MINERALS/NUTRIT.SUPPL	77.8 M €	1.9 M €	2.5%
07 EYE CARE	20.4 M €	1.6 M €	8.0%
53 PRDS FOR BLADDER PROBLEM	27.6 M €	1.3 M €	4.6%
12 URINARY AND REPRUDUCT CARE	14.0 M €	0.6 M €	4.4%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.4 M €	3.0%
03 DIGEST & OTH INTEST PROD	49.3 M €	0.3 M €	0.7%
06 SKIN TREATMENT	20.6 M €	0.3 M €	1.3%
52 INCONTINENCE CARE PRDS	1.3 M €	0.2 M €	17.6%
09 MOUTH TREATMENT PRODUCTS	3.0 M €	0.2 M €	7.0%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/09/2026	Absolute growth in units	% growth
35 BABY FOODS	472,821	219,712	46.5%
07 EYE CARE	1,488,084	48,946	3.3%
53 PRDS FOR BLADDER PROBLEM	383,359	16,620	4.3%
09 MOUTH TREATMENT PRODUCTS	316,685	13,362	4.2%
30 SPEC ENTERAL NUTRITION PRD	198,169	9,068	4.6%
04 VIT/MINERALS/NUTRIT.SUPPL	3,886,063	5,829	0.2%
13 CALM SLEEP MOOD ENHANCING PROD	674,477	1,864	0.3%
80 FRAGRANCES	1,843	282	15.3%
54 BABY DISPOSABLE & CH ENU	279	106	38.0%
45 FIRST AID KITS	300	41	13.5%