



Monthly Belgium and Luxembourg Market Trends April 2026

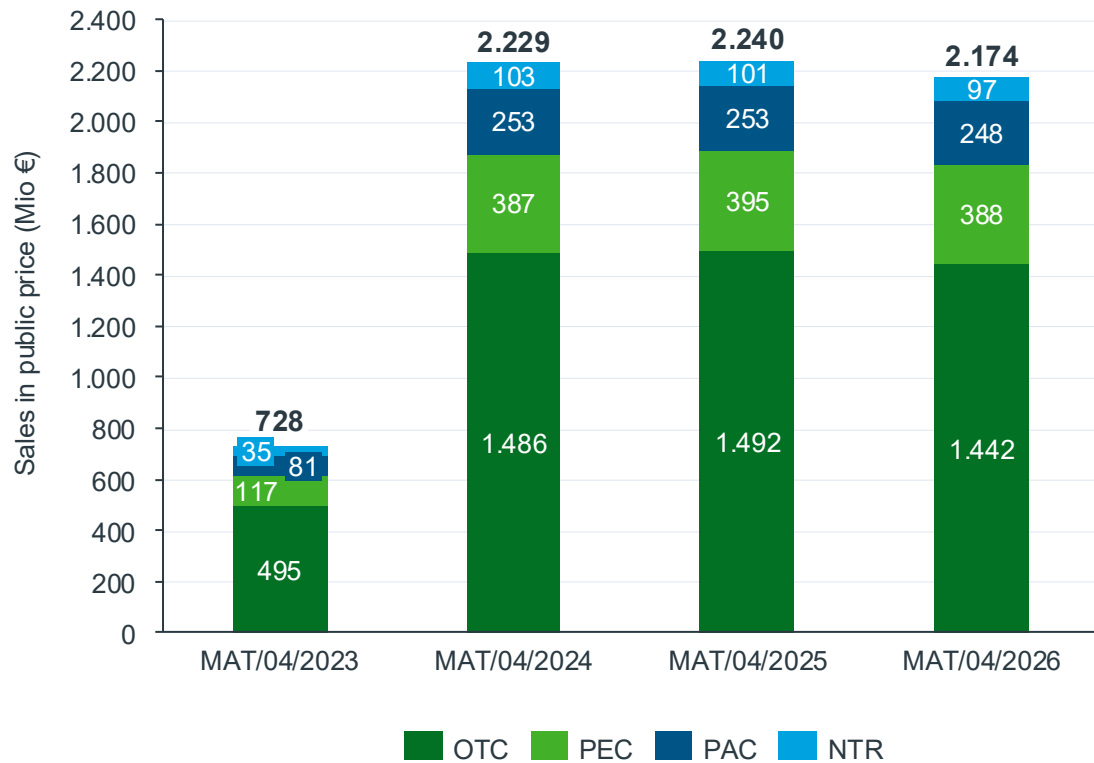
- + Belgium: Retail
- + **Belgium: Consumer Health**
- + Luxembourg: Retail



The Belgian retail market is worth € 2.2 billion

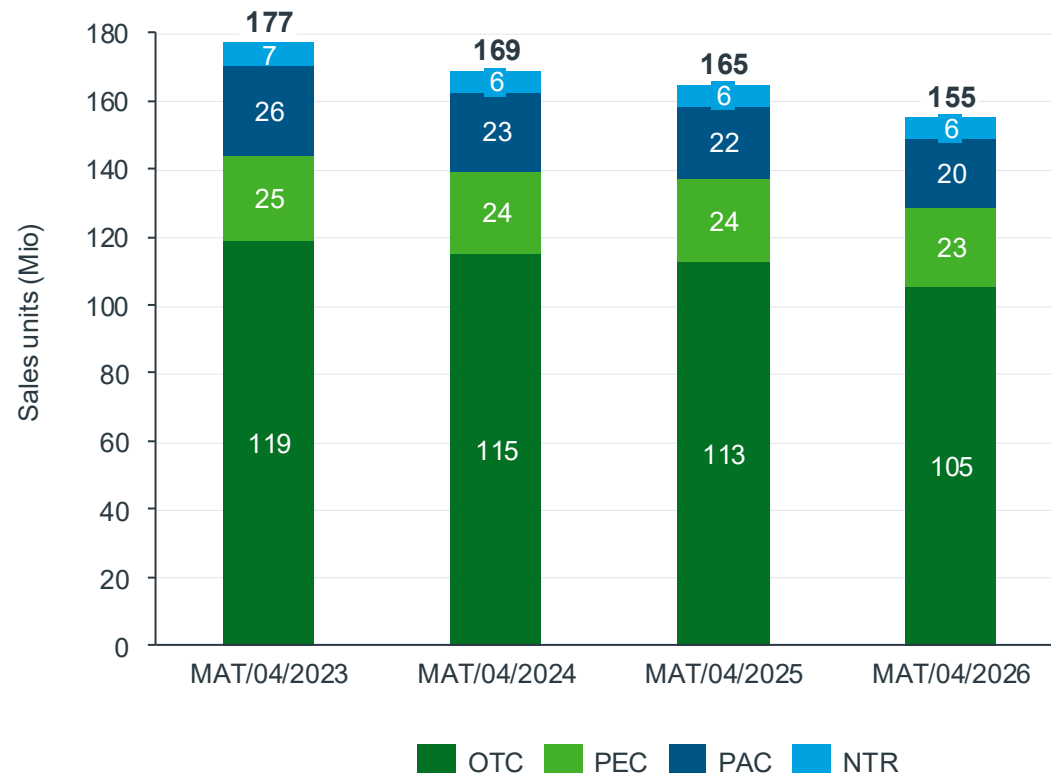
Sales Evolution

VALUE



Sales Evolution

UNITS



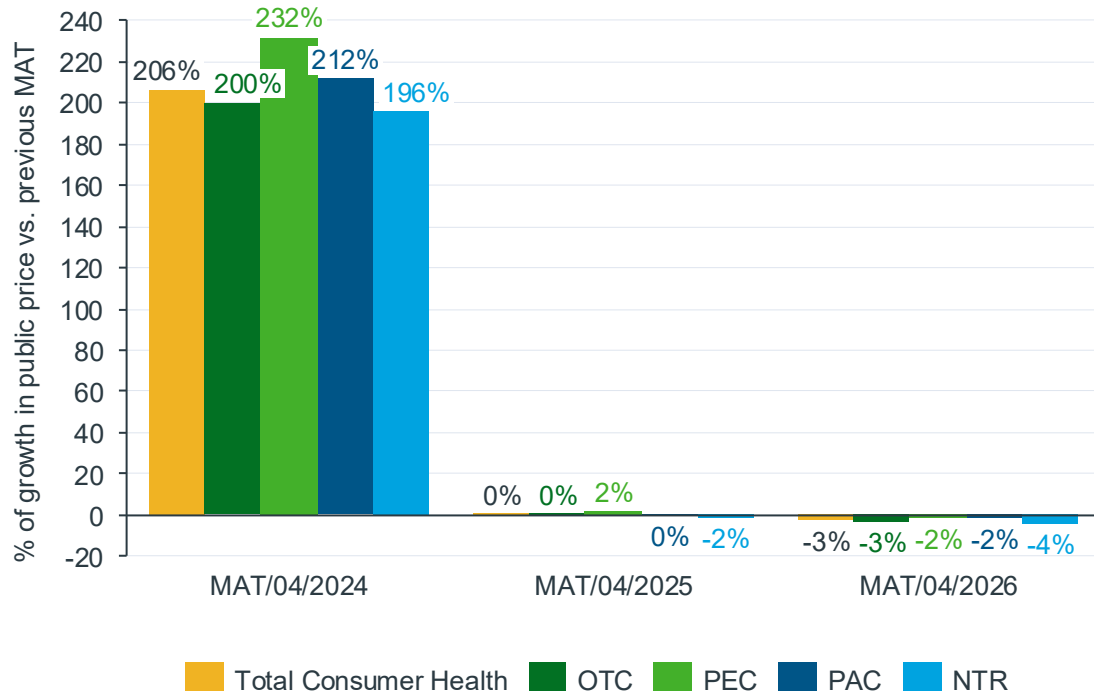


Consumer Health market growth evolution in Belgium

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 -06%

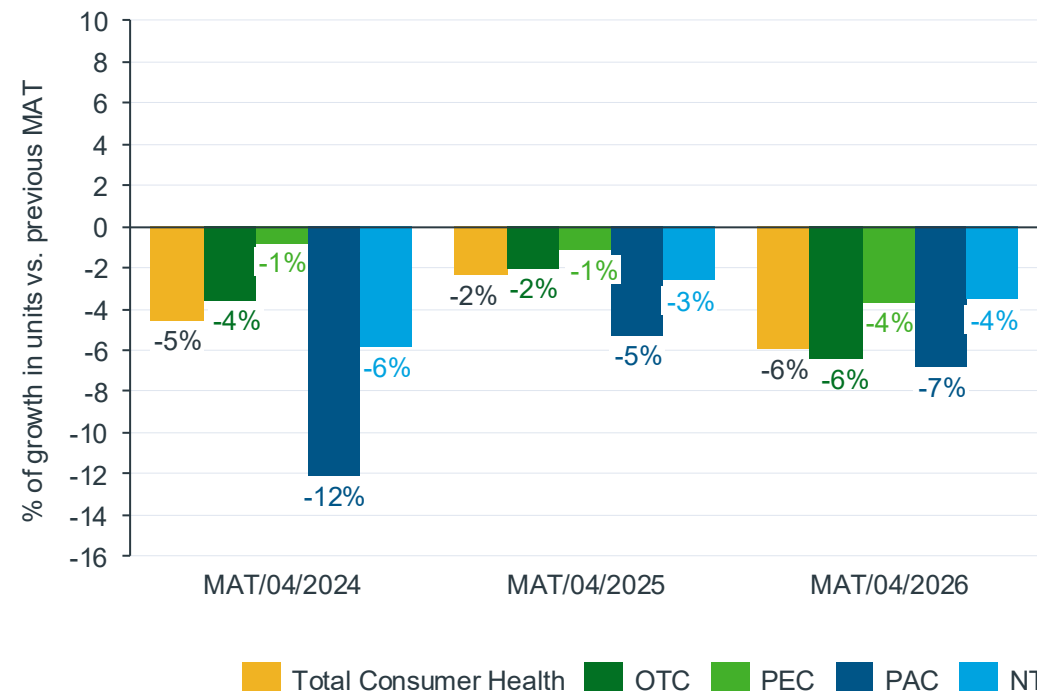
% of growth versus previous MAT

VALUE



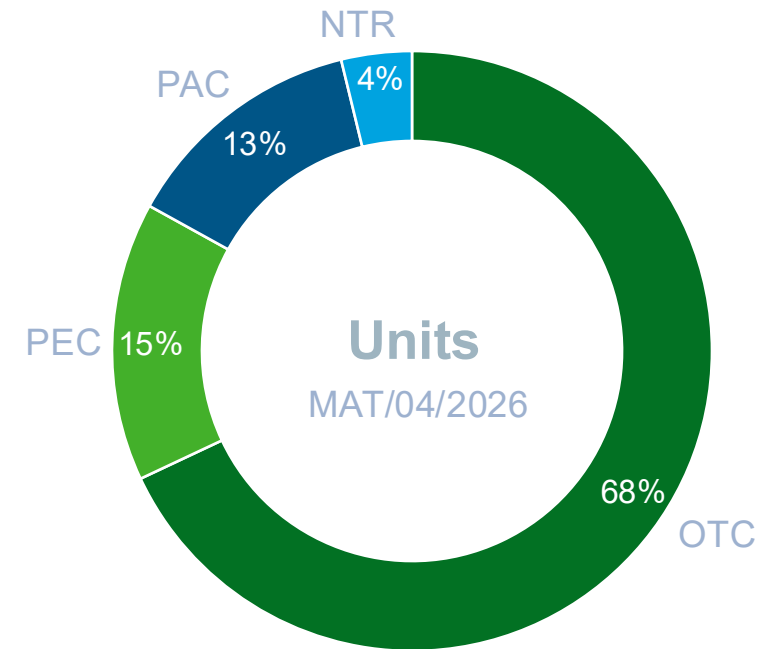
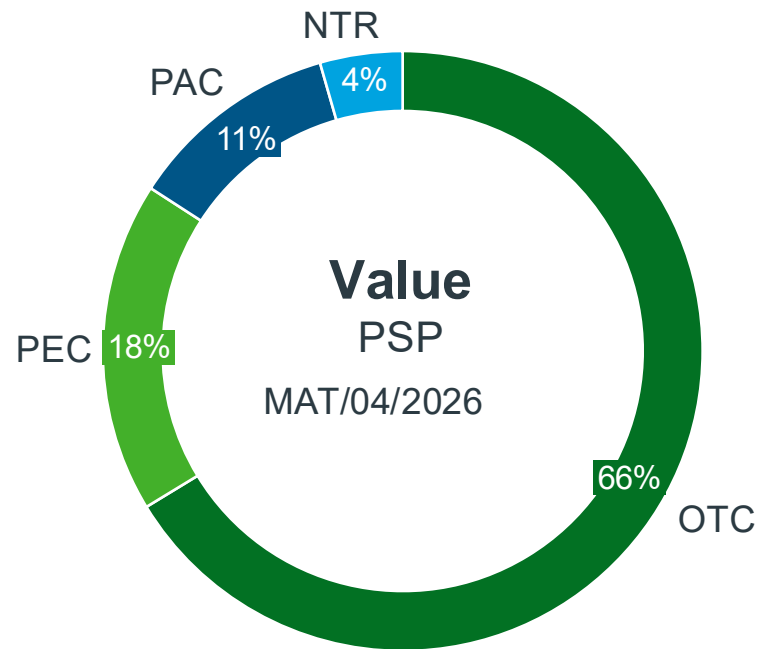
% of growth versus previous MAT

UNITS



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

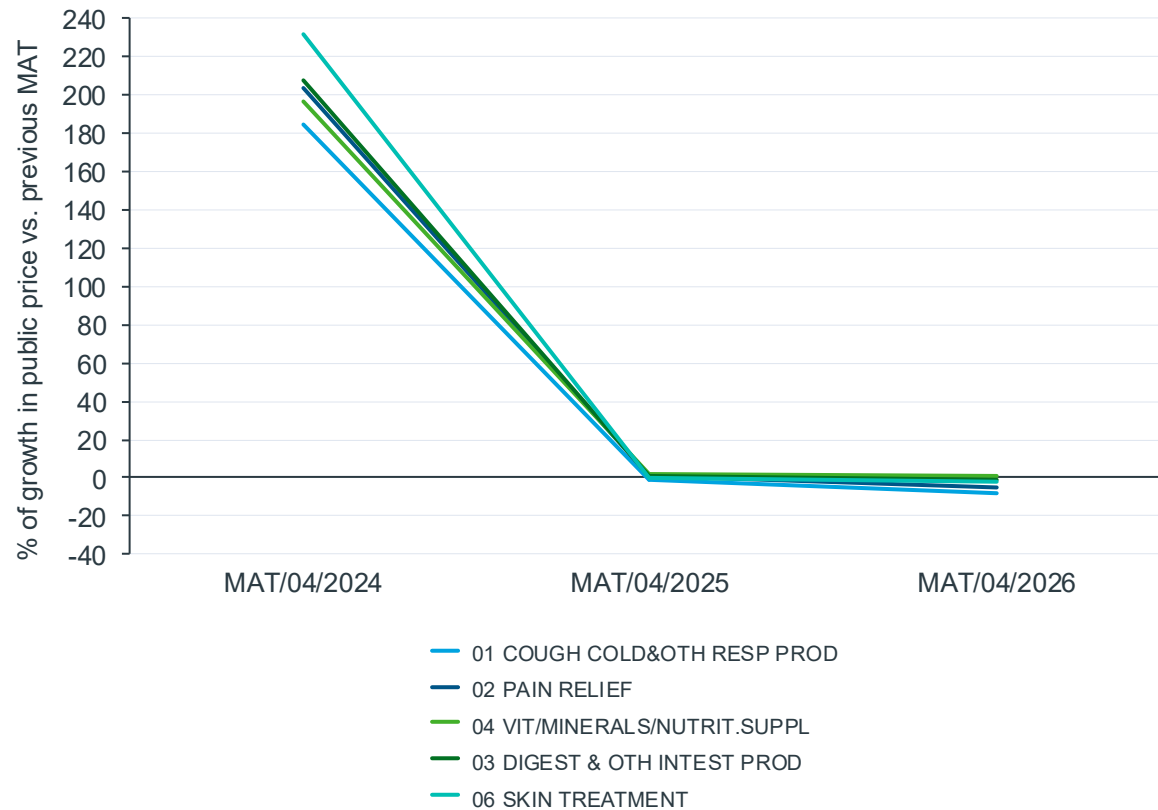
Market Share



Top 5 classes sales evolution

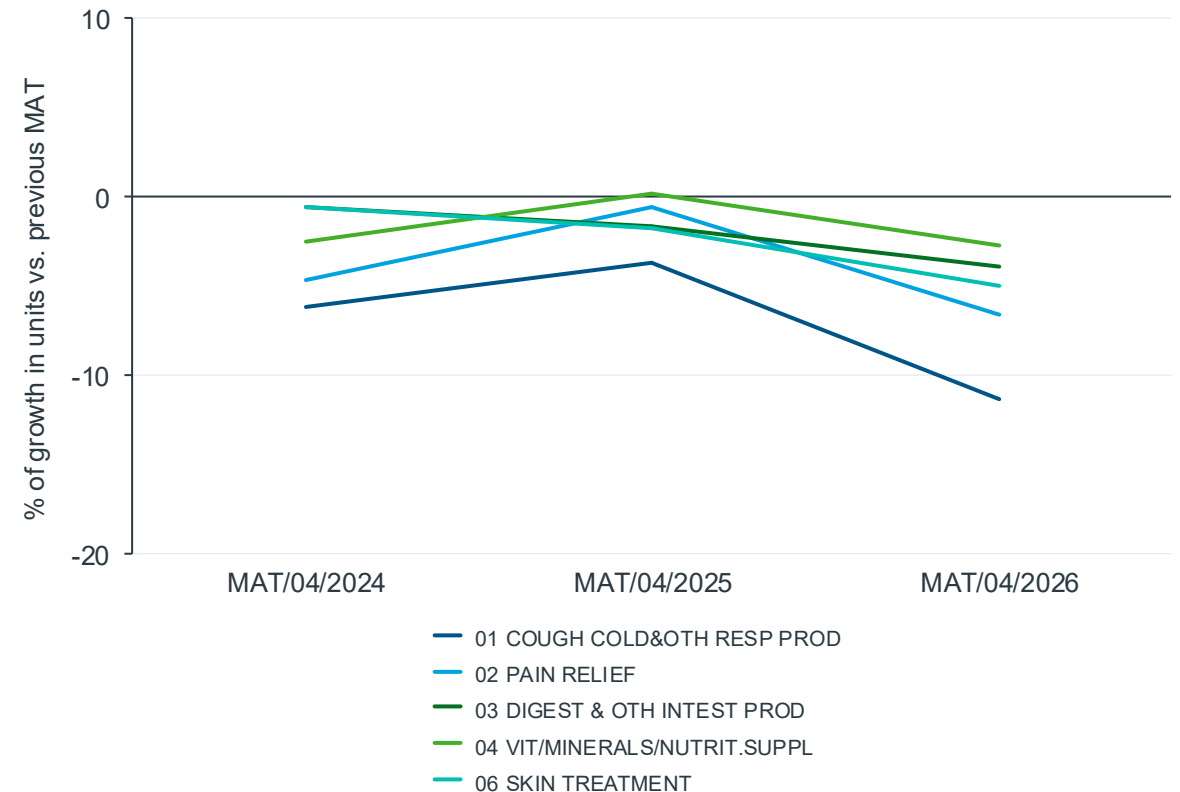
% of growth versus last MAT

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/04/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	172 M €	7.9%
04F MINERAL SUPPLEMENTS	91 M €	4.2%
01B COLD REMEDIES	87 M €	4.0%
07A EYE CARE	83 M €	3.8%
01A COUGH PRODUCTS	71 M €	3.2%
03C LAXATIVES	66 M €	3.0%
02E MUSCULAR PAIN RELIEF	60 M €	2.8%
04E OTHER SPECIFIC VITAMINS	60 M €	2.8%
35G MILK PRDS FOR CHILDREN	57 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/04/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,252,439	11.8%
01B COLD REMEDIES	9,733,457	6.3%
01A COUGH PRODUCTS	6,324,897	4.1%
01C SORE THROAT REMEDIES	5,276,850	3.4%
07A EYE CARE	5,150,297	3.3%
03C LAXATIVES	4,816,317	3.1%
04E OTHER SPECIFIC VITAMINS	3,845,666	2.5%
04F MINERAL SUPPLEMENTS	3,545,510	2.3%
02E MUSCULAR PAIN RELIEF	3,134,480	2.0%
06B HAND SKIN WOUND DISINFECT	2,824,862	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/04/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	0 K €	0 K €	64.2%
35 BABY FOODS	8088 K €	3196 K €	39.5%
45 FIRST AID KITS	5 K €	1 K €	28.8%
65 BABY+NURSING ACCESSORIES	32 K €	6 K €	19.6%
54 BABY DISPOSABLE & CH ENU	4 K €	1 K €	18.8%
52 INCONTINENCE CARE PRDS	1168 K €	176 K €	15.1%
59 PHARMACY EQUIPMENT	3 K €	0 K €	9.2%
46 WOUND CARE	738 K €	52 K €	7.0%
13 CALM SLEEP MOOD ENHANCING PROD	12594 K €	876 K €	7.0%
79 OTHER PATIENT ARE PRODS	3620 K €	241 K €	6.7%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/04/2026	Absolute growth in units	% growth
33 FIBRE FOOD PRODUCTS	23	12	53.3%
35 BABY FOODS	404,387	188,654	46.7%
45 FIRST AID KITS	284	53	18.6%
65 BABY+NURSING ACCESSORIES	2,221	310	14.0%
54 BABY DISPOSABLE & CH ENU	203	25	12.2%
59 PHARMACY EQUIPMENT	610	55	9.0%
80 FRAGRANCES	1,737	115	6.6%
53 PRDS FOR BLADDER PROBLEM	379,383	15,054	4.0%
13 CALM SLEEP MOOD ENHANCING PROD	682,334	23,211	3.4%
36 FOOD FOR ADULTS	7,423	226	3.0%

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/04/2026	Absolute growth in value	% growth
35 BABY FOODS	8.1 M €	3.2 M €	39.5%
04 VIT/MINERALS/NUTRIT.SUPPL	77.7 M €	2.9 M €	3.7%
53 PRDS FOR BLADDER PROBLEM	27.2 M €	1.2 M €	4.4%
07 EYE CARE	19.7 M €	1.1 M €	5.6%
13 CALM SLEEP MOOD ENHANCING PROD	12.6 M €	0.9 M €	7.0%
06 SKIN TREATMENT	20.3 M €	0.8 M €	4.1%
03 DIGEST & OTH INTEST PROD	49.1 M €	0.4 M €	0.8%
12 URINARY AND REPRUDUCT CARE	13.7 M €	0.3 M €	2.4%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.2 M €	6.7%
52 INCONTINENCE CARE PRDS	1.2 M €	0.2 M €	15.1%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/04/2026	Absolute growth in units	% growth
35 BABY FOODS	404,387	188,654	46.7%
04 VIT/MINERALS/NUTRIT.SUPPL	3,906,087	31,362	0.8%
07 EYE CARE	1,473,071	24,087	1.6%
13 CALM SLEEP MOOD ENHANCING PROD	682,334	23,211	3.4%
53 PRDS FOR BLADDER PROBLEM	379,383	15,054	4.0%
06 SKIN TREATMENT	2,123,596	9,804	0.5%
09 MOUTH TREATMENT PRODUCTS	311,202	8,916	2.9%
55 INJECTION DEVICES	145,659	3,106	2.1%
79 OTHER PATIENT ARE PRODS	93,064	1,283	1.4%
30 SPEC ENTERAL NUTRITION PRD	190,499	637	0.3%