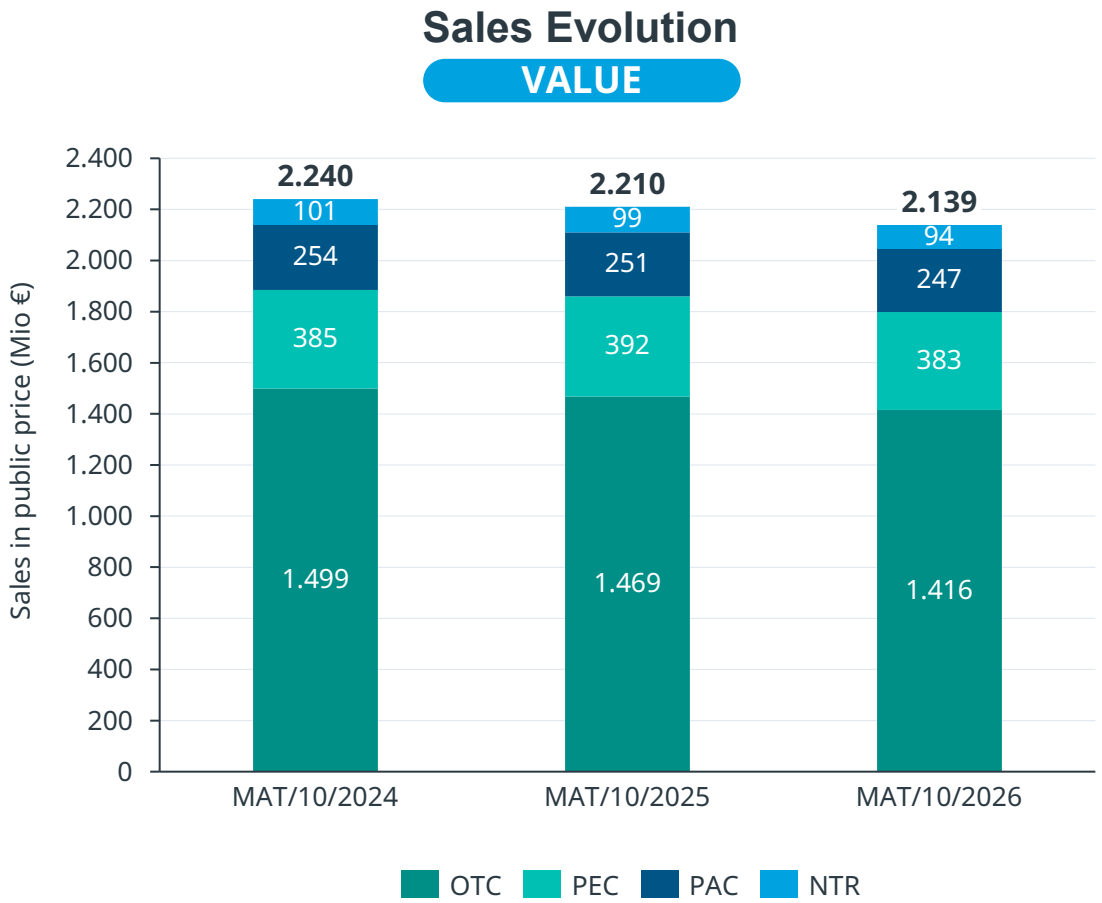
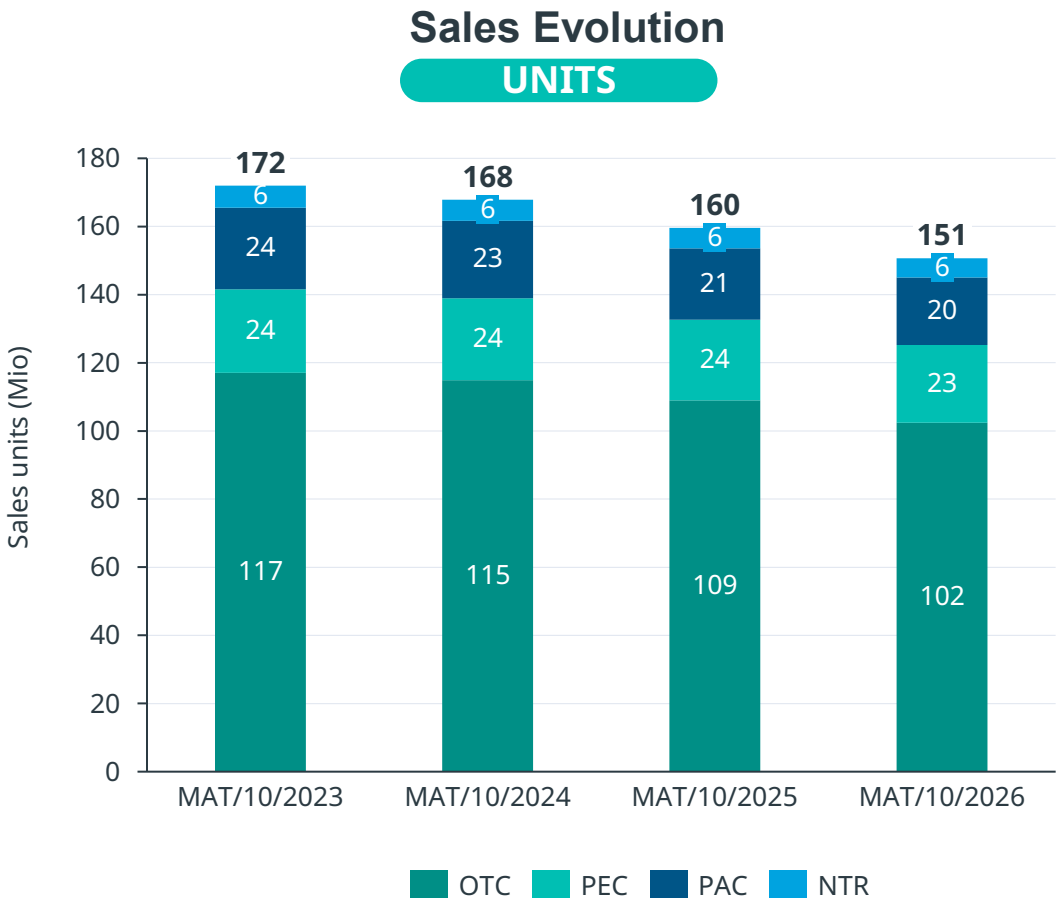


Monthly Belgium and Luxembourg Market Trends October 2026

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

The Belgian retail market is worth € 2.1 billion

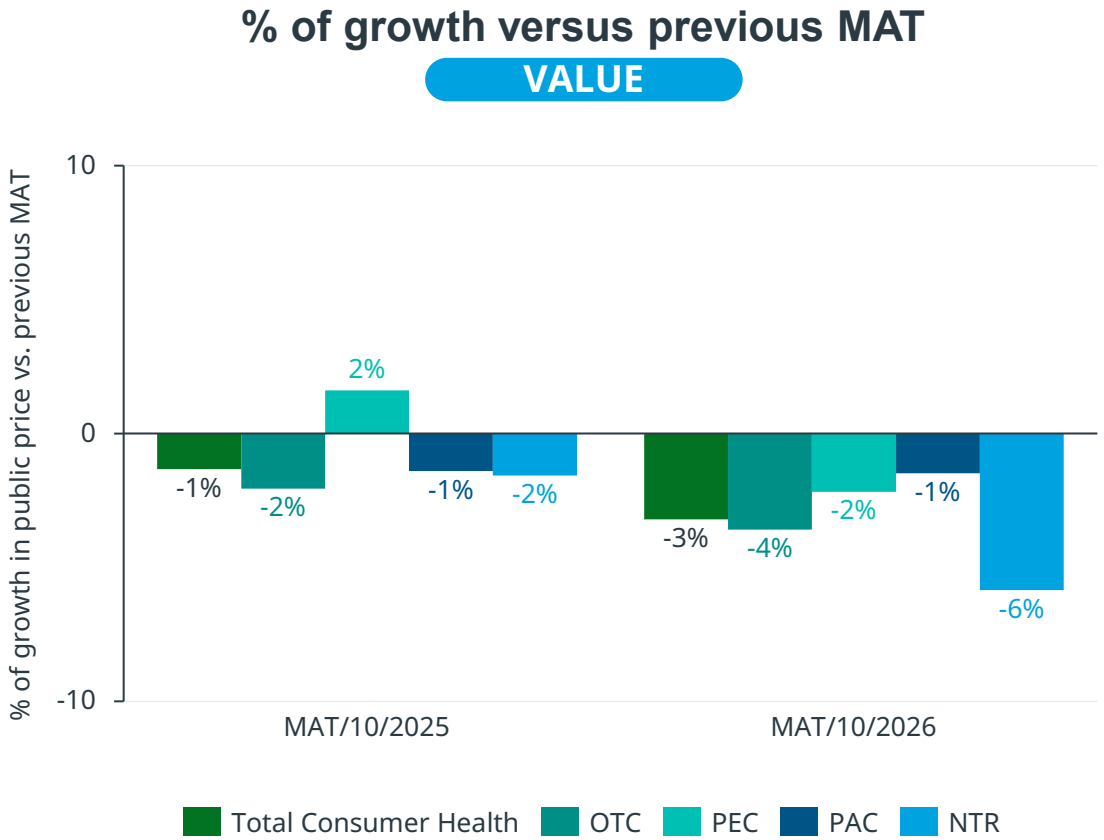


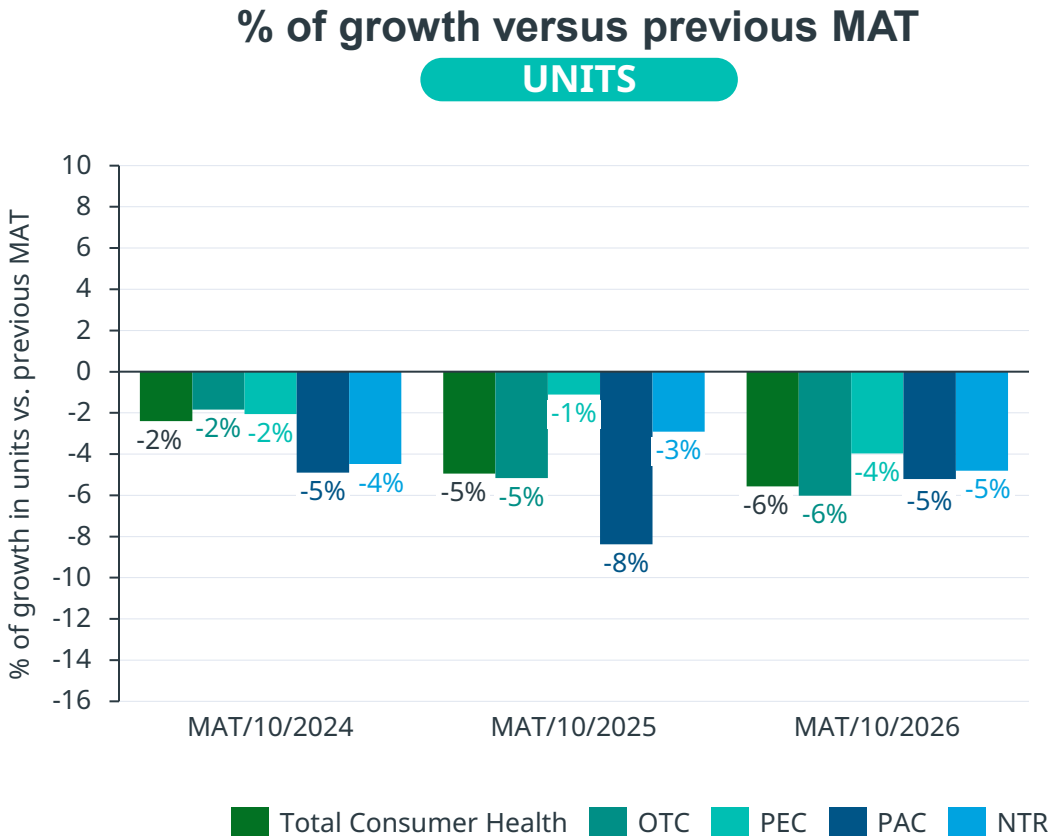


Source: IQVIA – CH Audits – Selling Out data

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 -5.6%, while the OTC also declines with -06%

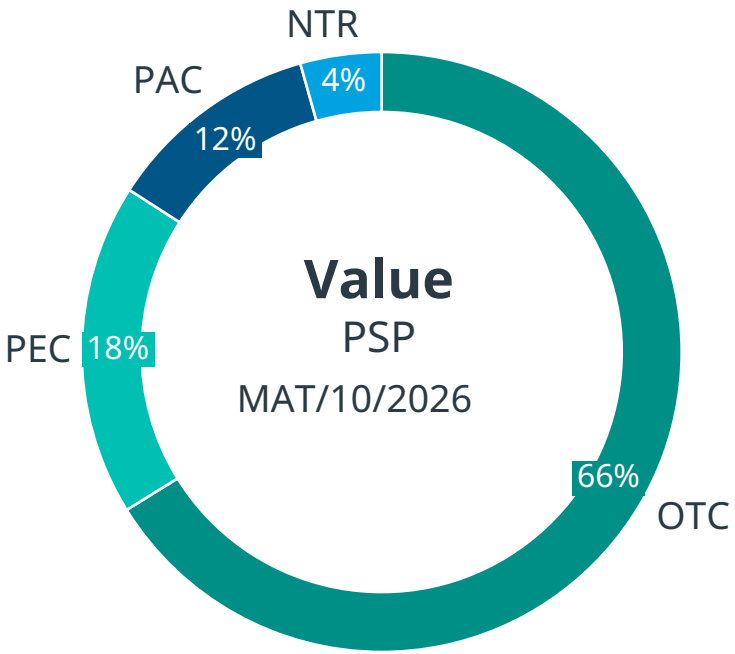


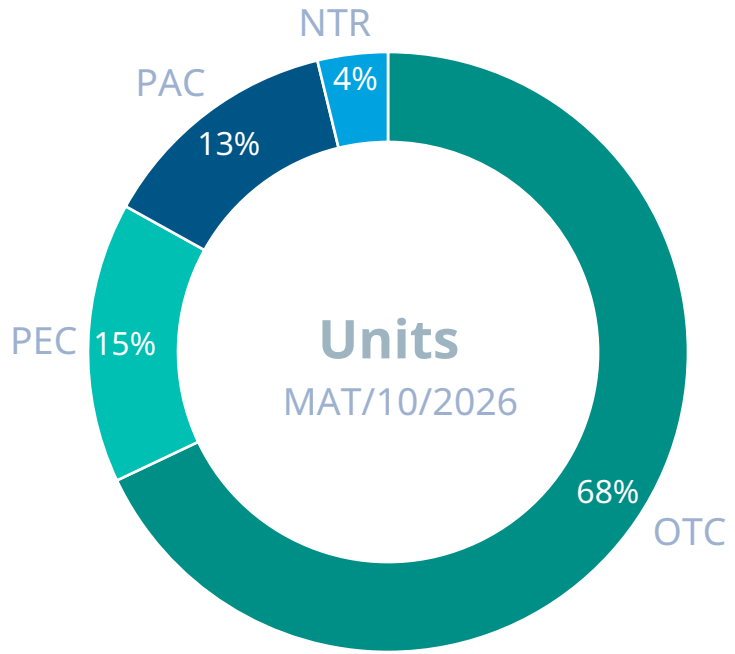


Source: IQVIA – CH Audits – Selling Out data

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

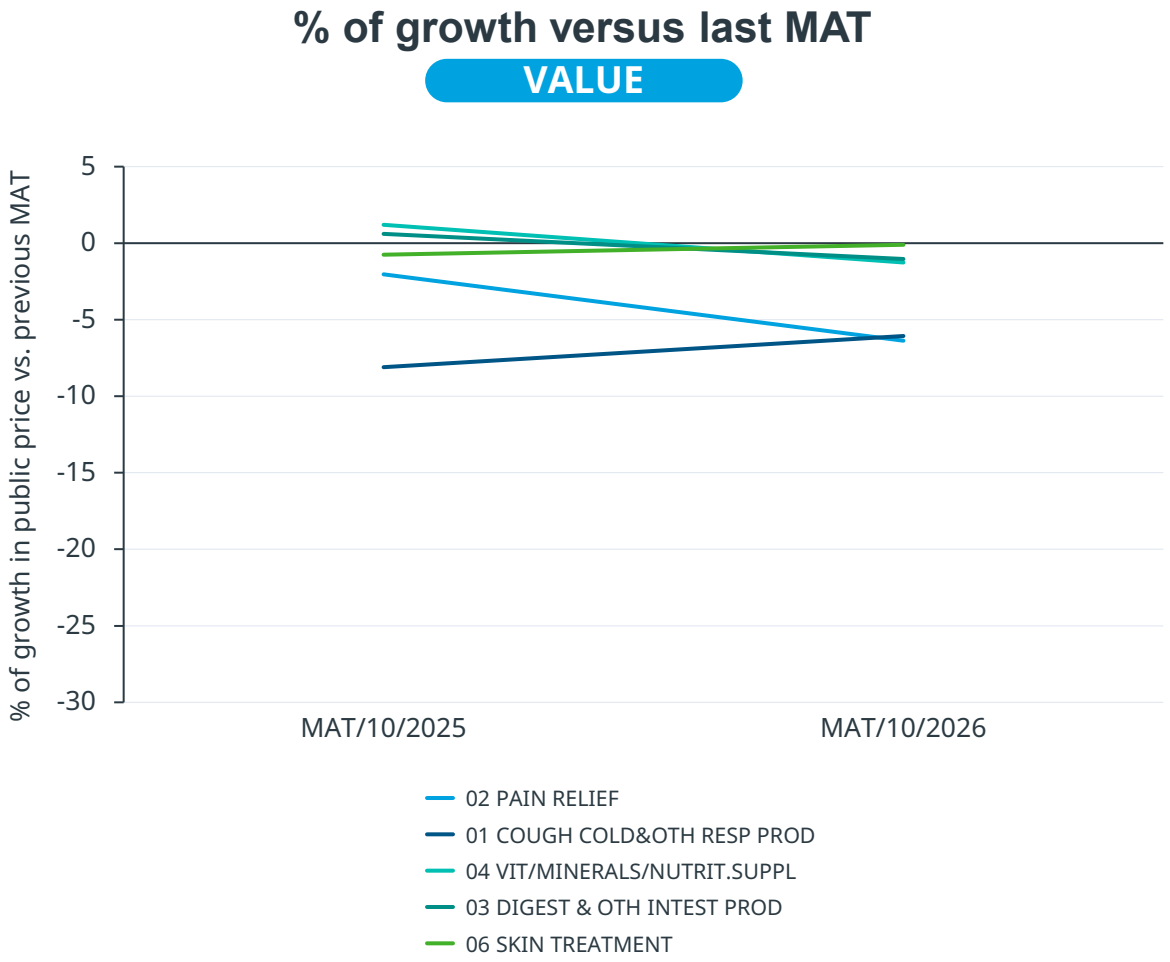
Market Share

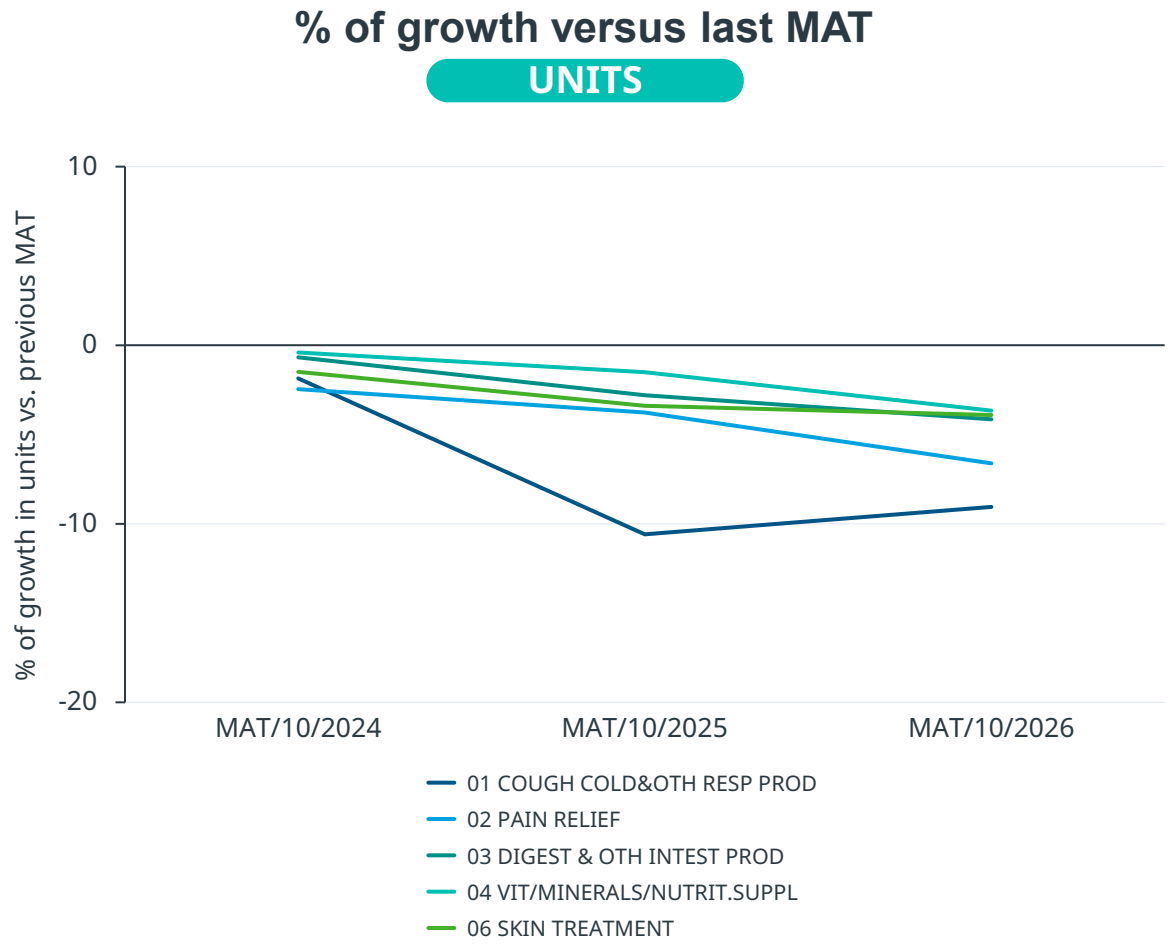




Source: IQVIA – CH Audits – Selling Out data

Top 5 classes sales evolution





Source: IQVIA – CH Audits – Selling Out data

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/10/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	168 M €	7.9%
04F MINERAL SUPPLEMENTS	91 M €	4.3%
07A EYE CARE	84 M €	3.9%
01B COLD REMEDIES	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	57 M €	2.7%
35G MILK PRDS FOR CHILDREN	54 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/10/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	17,769,869	11.8%
01B COLD REMEDIES	9,283,129	6.2%
01A COUGH PRODUCTS	6,086,873	4.0%
07A EYE CARE	5,119,394	3.4%
01C SORE THROAT REMEDIES	5,110,890	3.4%
03C LAXATIVES	4,851,384	3.2%
04E OTHER SPECIFIC VITAMINS	3,759,925	2.5%
04F MINERAL SUPPLEMENTS	3,518,450	2.3%
02E MUSCULAR PAIN RELIEF	2,980,793	2.0%
06B HAND SKIN WOUND DISINFECT	2,770,890	1.8%

Source: IQVIA – CH Audits – Selling Out data

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/10/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	128 €	76 €	59.5%
54 BABY DISPOSABLE & CH ENU	6 K €	3 K €	56.1%
35 BABY FOODS	9.5 M €	3.6 M €	38.2%
39 OTH NUTRITIONAL PRODUCTS	4 K €	1 K €	20.8%
80 FRAGRANCES	39 K €	8 K €	20.3%
38 SWEETENERS	2 K €	355 €	18.9%
52 INCONTINENCE CARE PRDS	1.3 M €	211 K €	16.3%
45 FIRST AID KITS	5 K €	1 K €	12.8%
65 BABY+NURSING ACCESSORIES	31 K €	3 K €	8.7%
07 EYE CARE	20.6 M €	1.7 M €	8.2%

Fastest Growing OTC1 in Rx sales in % growth in UNITS

	UN MAT/10/2026	Absolute growth in units	% growth
33 FIBRE FOOD PRODUCTS	28	16	56.4%
35 BABY FOODS	472,365	201,055	42.6%
54 BABY DISPOSABLE & CH ENU	296	125	42.1%
89 OTHER PERSONAL CARE PRODS	22	6	28.4%
80 FRAGRANCES	2,088	529	25.3%
38 SWEETENERS	252	37	14.8%
45 FIRST AID KITS	316	42	13.3%
39 OTH NUTRITIONAL PRODUCTS	342	45	13.1%
53 PRDS FOR BLADDER PROBLEM	384,927	20,279	5.3%
09 MOUTH TREATMENT PRODUCTS	317,165	13,869	4.4%

Source: IQVIA – CH Audits – Selling Out data

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/10/2026	Absolute growth in value	% growth
35 BABY FOODS	9.5 M €	3.6 M €	38.2%
04 VIT/MINERALS/NUTRIT.SUPPL	77.7 M €	1.7 M €	2.2%
07 EYE CARE	20.6 M €	1.7 M €	8.2%
53 PRDS FOR BLADDER PROBLEM	27.7 M €	1.3 M €	4.7%
12 URINARY AND REPRUDUCT CARE	14.1 M €	0.7 M €	4.8%
06 SKIN TREATMENT	20.7 M €	0.3 M €	1.5%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.3 M €	2.2%
09 MOUTH TREATMENT PRODUCTS	3.0 M €	0.2 M €	7.2%
52 INCONTINENCE CARE PRDS	1.3 M €	0.2 M €	16.3%
83 UNISEX BEAUTY PRODUCTS	8.2 M €	0.2 M €	2.3%

Fastest Growing OTC1 in Rx sales in % growth in UNITS

	UN MAT/10/2026	Absolute growth in units	% growth
35 BABY FOODS	472,365	201,055	42.6%
07 EYE CARE	1,490,557	53,033	3.6%
53 PRDS FOR BLADDER PROBLEM	384,927	20,279	5.3%
09 MOUTH TREATMENT PRODUCTS	317,165	13,869	4.4%
30 SPEC ENTERAL NUTRITION PRD	197,138	7,388	3.7%
80 FRAGRANCES	2,088	529	25.3%
32 GLUTEN-FREE&LOW PROT.PRDS	14,197	308	2.2%
54 BABY DISPOSABLE & CH ENU	296	125	42.1%
39 OTH NUTRITIONAL PRODUCTS	342	45	13.1%
45 FIRST AID KITS	316	42	13.3%

Source: IQVIA – CH Audits – Selling Out data