

Monthly Belgium and Luxembourg Market Trends January 2026

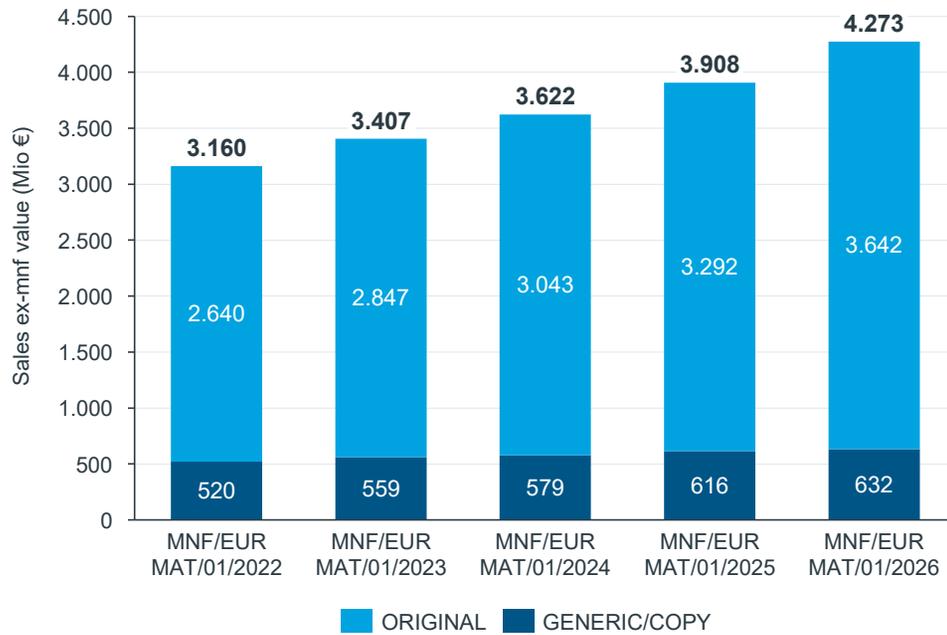
- + **Belgium: Retail**
- + Belgium: Consumer Health
- + Luxembourg: Retail



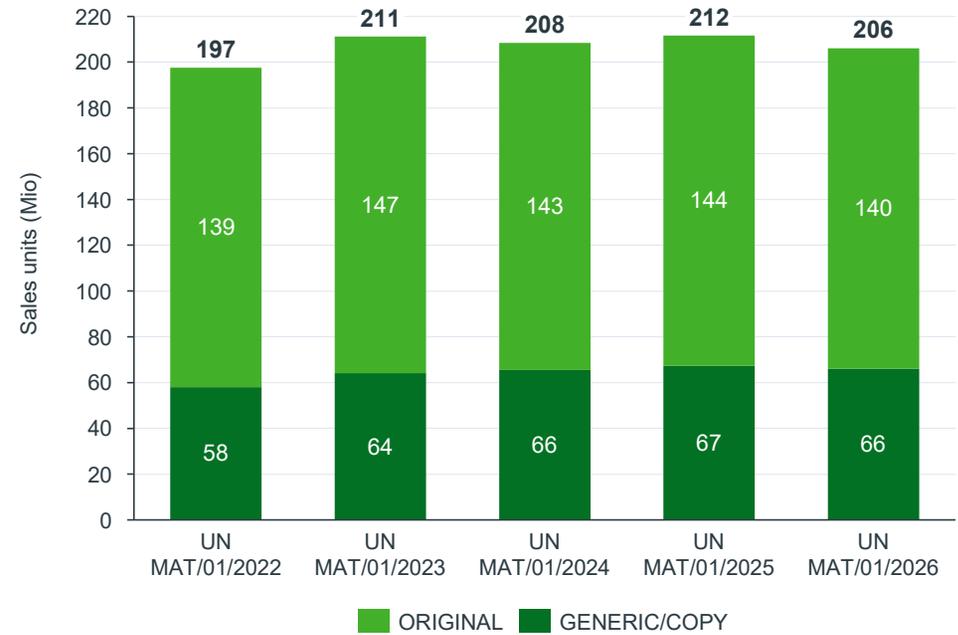
The Belgian retail market is worth € 4.3 billion in 2026

It shows growth in value and decline in units for the current MAT

Sales Evolution VALUE ex-mnf



Sales Evolution UNITS



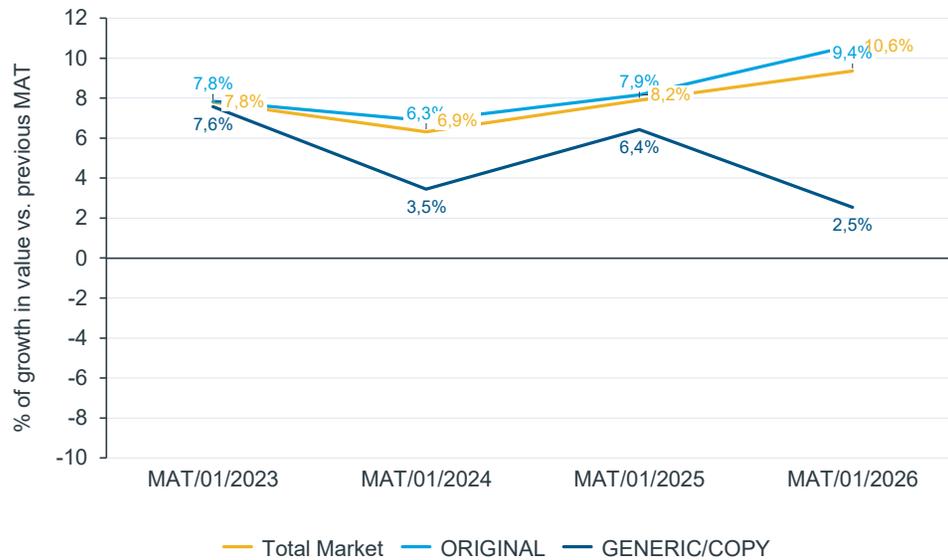


Retail market growth evolution BE: original vs generics

In value, the total retail grows with 09%, while the generic/copy market also shows an increase of 03%
The total retail market in units shows a decrease of -03% while the generic/copy market also declines with -02%

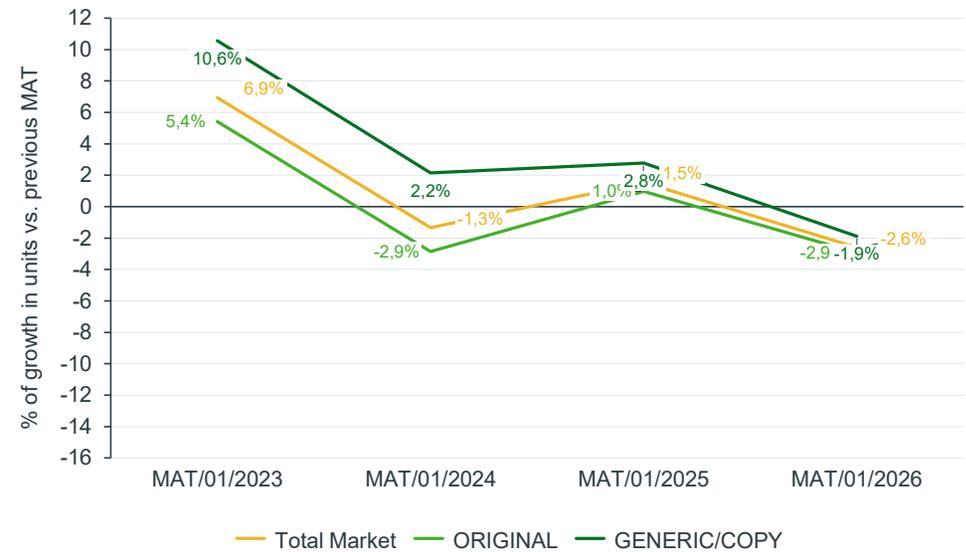
% of growth versus previous MAT

VALUE ex-mnf



% of growth versus previous MAT

UNITS



The top 10 best selling ATC classes in retail in units and value (registered products)

Top 10 Best Selling ATC classes in retail VALUE ex-mnf



	MNF/EUR MAT/01/2026	% of BE Retail Market
A10 ANTIDIABETIQUES	502 M €	12%
L04 IMMUNOSUPPRESSEURS	482 M €	11%
C10 PR LIPID-REGUL A-ATHEROM	283 M €	7%
R03 ANTIASHTM & COPD PRDTS	275 M €	6%
B01 THROMBOLYTIQUES	259 M €	6%
N02 ANALGESIQUES	234 M €	5%
J05 ANTIVIRAUX SYSTEMIQUES	164 M €	4%
C09 PROD ACT SYS RENIN-ANGIO	162 M €	4%
N05 PSYCHOLEPTIQUES	137 M €	3%
N07 A.PROD ACT SUR SNC	114 M €	3%

Top 10 Best Selling ATC classes in retail UNITS



	UN MAT/01/2026	% of BE Retail Market
N02 ANALGESIQUES	25,309,661	12%
N05 PSYCHOLEPTIQUES	12,649,428	6%
A10 ANTIDIABETIQUES	10,716,428	5%
A02 A-ACID.A-FLATUL.A-ULCER.	9,693,818	5%
R01 ANTIINF DECONGEST RHINO	9,559,956	5%
C10 PR LIPID-REGUL A-ATHEROM	7,967,077	4%
N06 PSYCHO ANALEPTIQUES	7,894,339	4%
R05 ANTITUSSIFS PREP BRONCH	7,842,743	4%
C09 PROD ACT SYS RENIN-ANGIO	6,659,780	3%
J01 ANTIBACTERIENS SYSTEMIQ.	6,570,416	3%



Emerging Trends: Top 10 ATC Categories Showing Growth in Units and Value (Among Registered Products)

Fastest Growing ATC classes in retail in % growth in VALUE ex-mnf



	MNF/EUR MAT/01/2026	Absolute Growth in value	% growth
A08 ANOREXIGENES SF DIETETIQ	37422 K €	27259 K €	73%
A10 ANTIDIABETIQUES	502263 K €	177216 K €	35%
J07 VACCINS	105.3 M €	33.6 M €	32%
A07 PROD TROUBLES INTESTINAUX	85706 K €	22337 K €	26%
D04 ANTIPRURIGINEUX	0.2 M €	0.0 M €	24%
G02 AUTRES PRODUITS GYNECOLOG	5.7 M €	1.3 M €	22%
B06 AUT.PROD HEMATOLOGIQUES	117 K €	26 K €	22%
A04 ANTIEMETIQUES.ANTINAUSEE	4.9 M €	1.0 M €	21%
A01 STOMATOLOGIE.DENT.MEDIC.	4526 K €	891 K €	20%
D05 PRD NN STER TR.INFL.CUT.	71108 K €	13228 K €	19%

Fastest Growing ATC classes in retail in % growth in UNITS



	UN MAT/01/2026	Absolute Growth in units	% growth
A08 ANOREXIGENES SF DIETETIQ	303,364	204,834	68%
A04 ANTIEMETIQUES.ANTINAUSEE	395,921	100,856	25%
B06 AUT.PROD HEMATOLOGIQUES	1,668	372	22%
D04 ANTIPRURIGINEUX	32,093	6,884	21%
H04 AUTRES HORMONES	337,332	67,207	20%
A01 STOMATOLOGIE.DENT.MEDIC.	1,102,611	177,858	16%
L03 AGENTS IMMUNOSTIMULANTS	1,506	165	11%
P01 ANTIPROTOZ.&ANTHELMINTIQ	493,526	52,884	11%
G02 AUTRES PRODUITS GYNECOLOG	392,860	41,424	11%
V01 ALLERGENES	40,058	4,098	10%

The top 10 fastest growing ATC in units and value (in absolute growth, registered products)

Fastest Growing ATC in VALUE ex-mnf



	MNF/EUR MAT/01/2026	Absolute Growth in value	% growth
A10 ANTIDIABETIQUES	502 M €	177 M €	35%
C10 PR LIPID-REGUL A-ATHEROM	283 M €	50 M €	18%
J07 VACCINS	105 M €	34 M €	32%
A08 ANOREXIGENES SF DIETETIQ	37 M €	27 M €	73%
L04 IMMUNOSUPPRESSEURS1	86 M €	22 M €	26%
A07 PROD TROUBLES INTESTINAUX	482 M €	16 M €	3%
N02 ANALGESIQUES	234 M €	14 M €	6%
D05 PRD NN STER TR.INFL.CUT.	71 M €	13 M €	19%
N07 A.PROD ACT SUR SNC	114 M €	10 M €	9%
R03 ANTIASHTM & COPD PRDTS	275 M €	9 M €	3%

Fastest Growing ATC in UNITS



	UN MAT/01/2026	Absolute Growth in units	% growth
A10 ANTIDIABETIQUES	10,716,428	1,090,051	10%
C10 PR LIPID-REGUL A-ATHEROM	7,967,077	466,961	6%
A08 ANOREXIGENES SF DIETETIQ	303,364	204,834	68%
J07 VACCINS	3,122,221	184,910	6%
A01 STOMATOLOGIE.DENT.MEDIC.	1,102,611	177,858	16%
A06 MED CONSTIP+NETT INTEST	4,172,049	146,513	4%
G03 HORM.SEX.INDUCT APP GENIT	3,585,683	112,139	3%
C09 PROD ACT SYS RENIN-ANGIO	6,659,780	105,099	2%
A04 ANTIEMETIQUES.ANTINAUSEE	395,921	100,856	25%
N06 PSYCHO ANALEPTIQUES	7,894,339	94,948	1%