



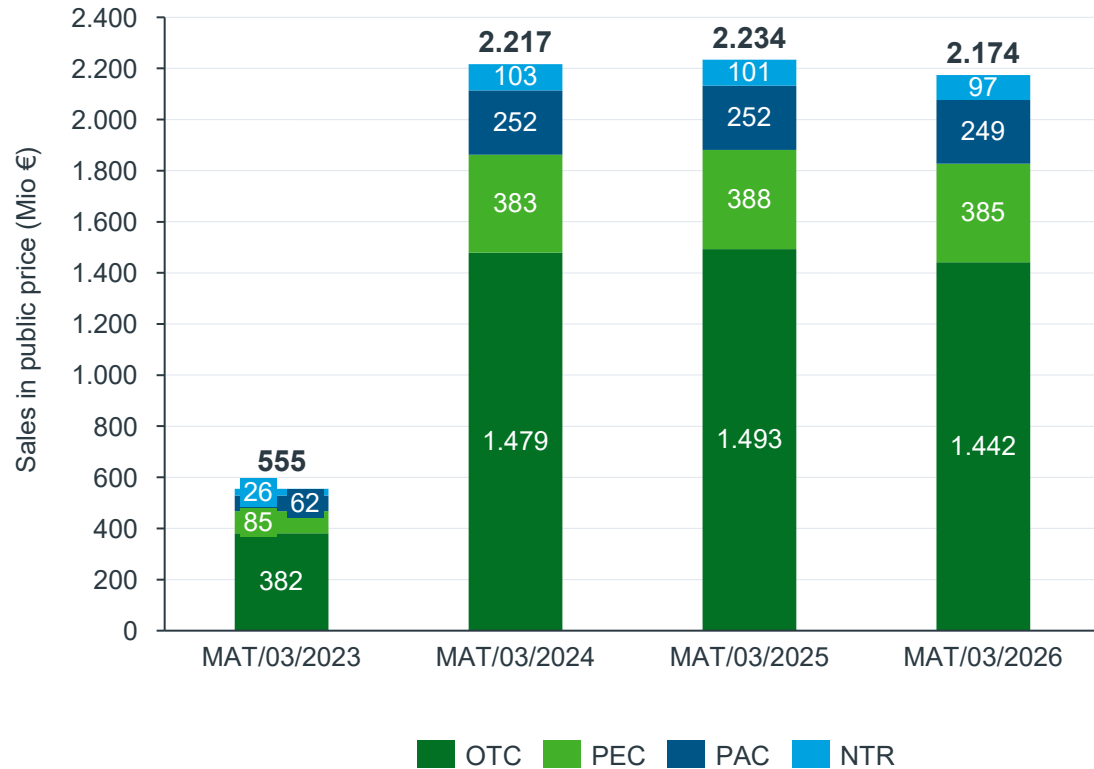
# Monthly Belgium and Luxembourg Market Trends March 2026

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

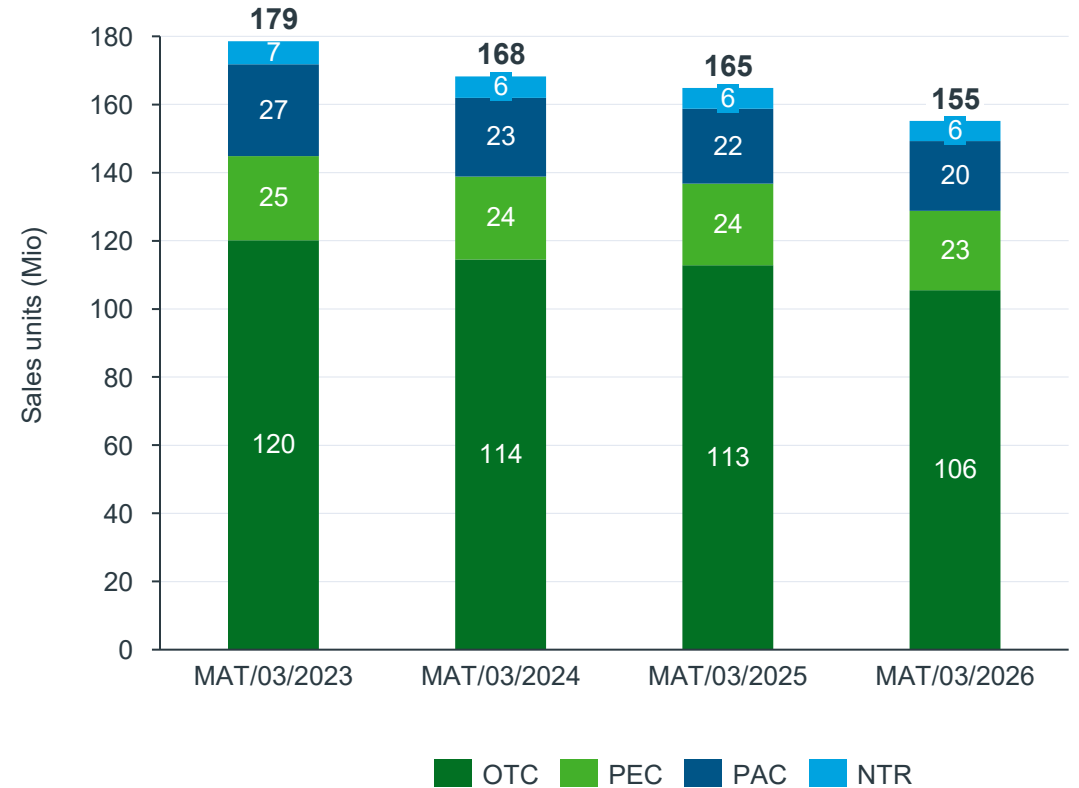


# The Belgian retail market is worth € 2.2 billion

### Sales Evolution VALUE



### Sales Evolution UNITS



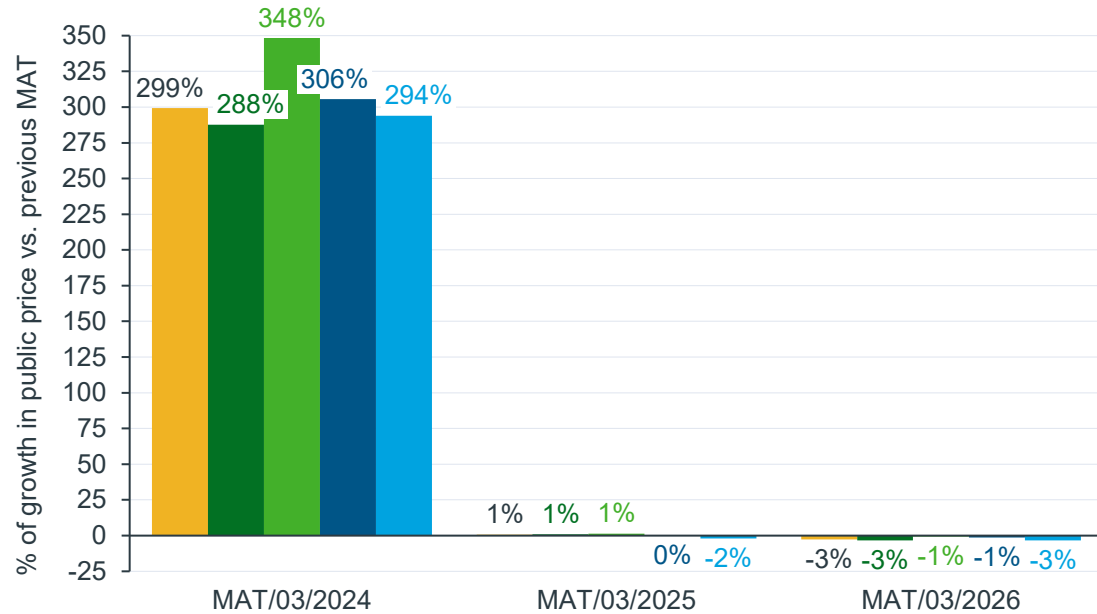


# Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows a decrease of -03%, while Patient Care declines with -01% and in units, the CH market shows a decrease of -06%, while the OTC declines with -07%

### % of growth versus previous MAT

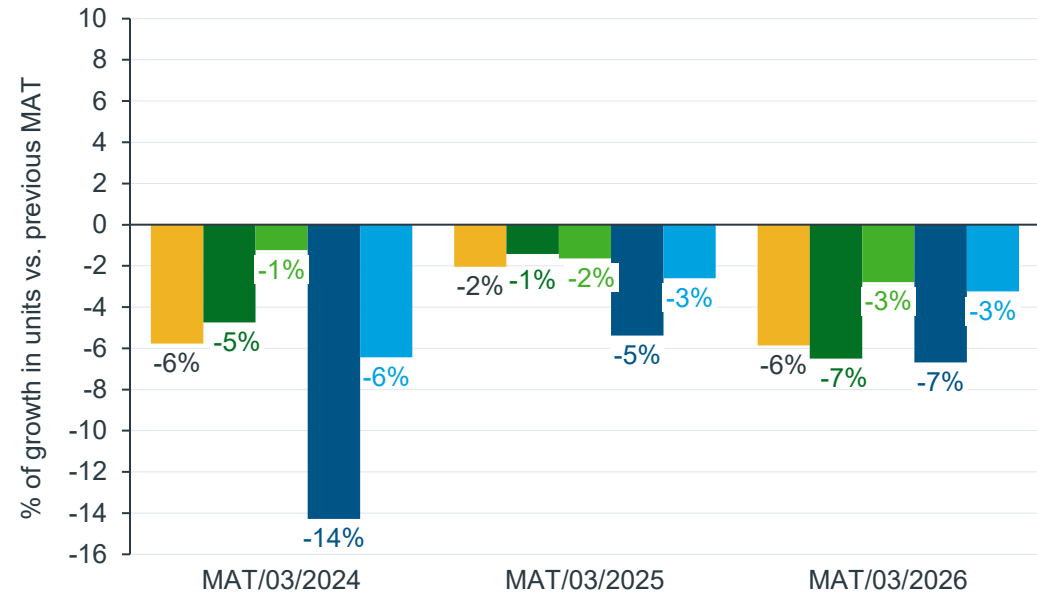
VALUE



Total Consumer Health OTC PEC PAC NTR

### % of growth versus previous MAT

UNITS

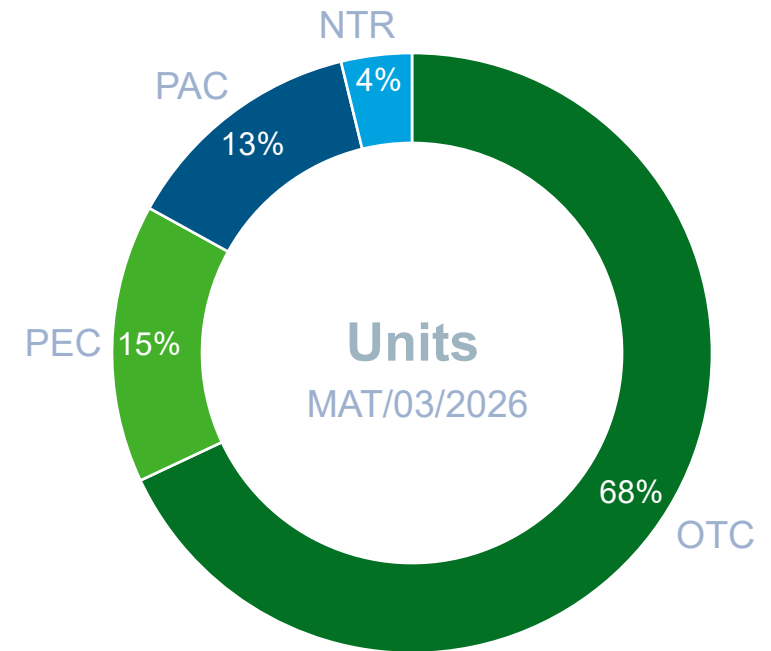
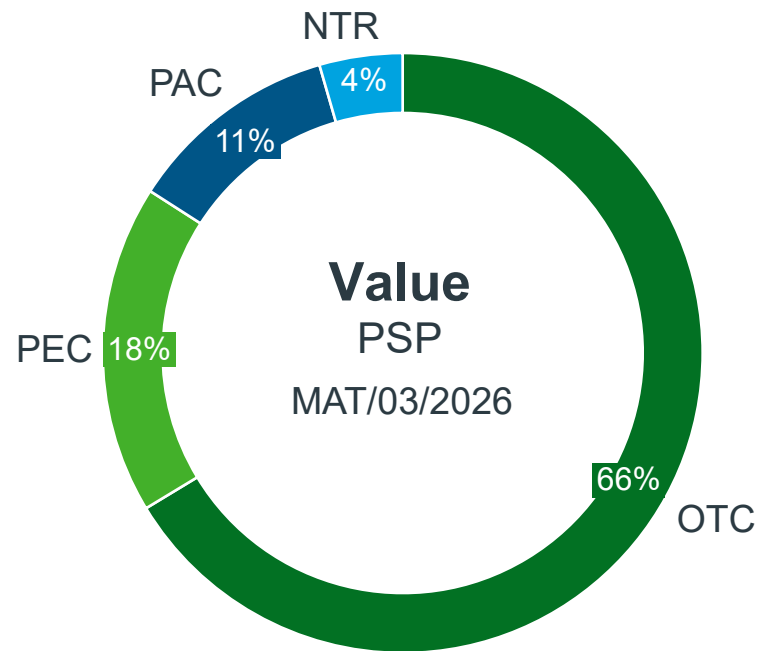


Total Consumer Health OTC PEC PAC NTR



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

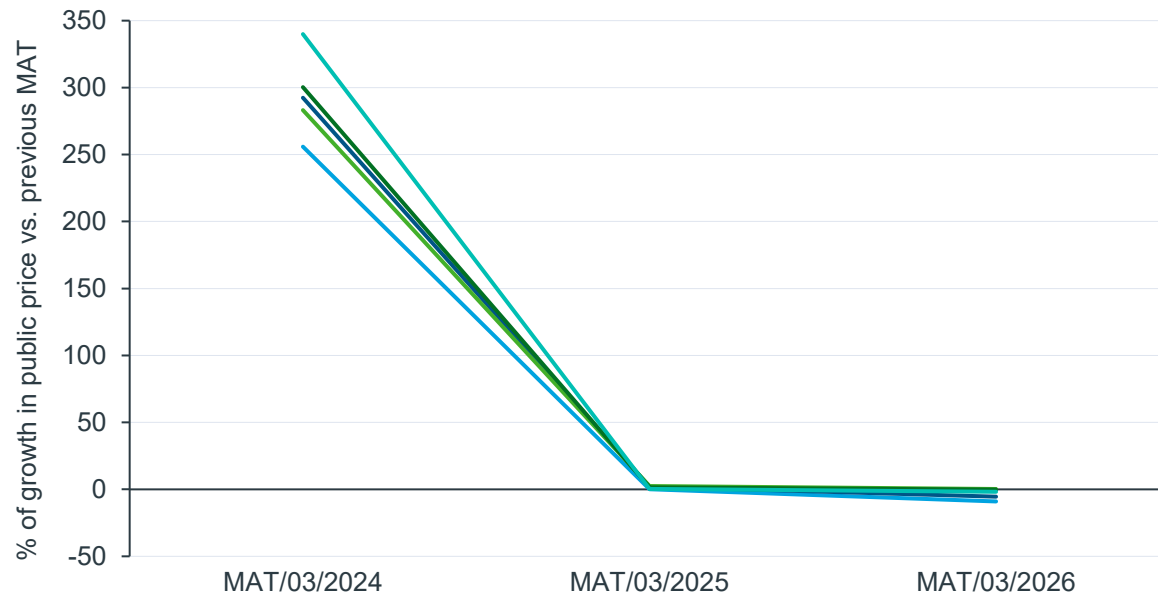
## Market Share



# Top 5 classes sales evolution

% of growth versus last MAT

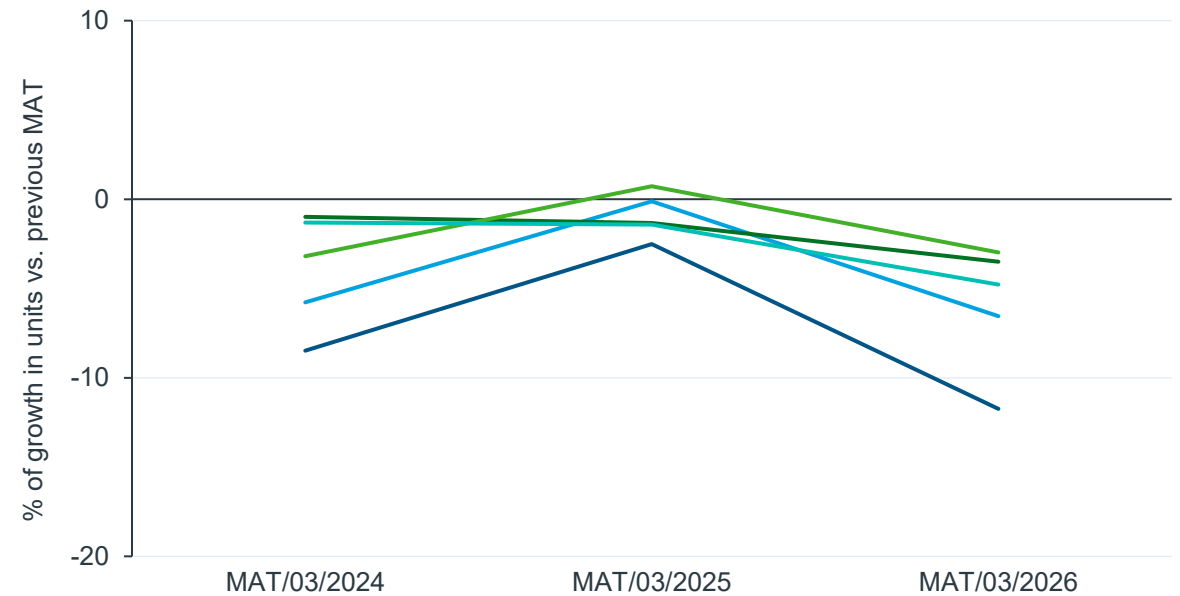
VALUE



- 01 COUGH COLD&OTH RESP PROD
- 02 PAIN RELIEF
- 04 VIT/MINERALS/NUTRIT.SUPPL
- 03 DIGEST & OTH INTEST PROD
- 06 SKIN TREATMENT

% of growth versus last MAT

UNITS



- 01 COUGH COLD&OTH RESP PROD
- 02 PAIN RELIEF
- 03 DIGEST & OTH INTEST PROD
- 04 VIT/MINERALS/NUTRIT.SUPPL
- 06 SKIN TREATMENT

# 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/03/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	173 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 €	3.3%
03C LAXATIVES	66 M €	3.0%
02E MUSCULAR PAIN RELIEF	60 M €	2.8%
04E OTHER SPECIFIC VITAMINS	59 M €	2.7%
35G MILK PRDS FOR CHILDREN	58 M €	2.7%
01C SORE THROAT REMEDIES	52 M €	2.4%

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



	UN MAT/03/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,291,078	11.8%
01B COLD REMEDIES	9,765,004	6.3%
01A COUGH PRODUCTS	6,346,520	4.1%
01C SORE THROAT REMEDIES	5,279,676	3.4%
07A EYE CARE	5,149,036	3.3%
03C LAXATIVES	4,805,664	3.1%
04E OTHER SPECIFIC VITAMINS	3,799,672	2.4%
04F MINERAL SUPPLEMENTS	3,538,817	2.3%
02E MUSCULAR PAIN RELIEF	3,150,242	2.0%
06B HAND SKIN WOUND DISINFECT	2,818,655	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/03/2026	Absolute growth in value	% growth
35 BABY FOODS	7696 K €	2818 K €	36.6%
45 FIRST AID KITS	5 K €	2 K €	33.6%
33 FIBRE FOOD PRODUCTS	0 K €	0 K €	27.8%
52 INCONTINENCE CARE PRDS	1155 K €	203 K €	17.6%
65 BABY+NURSING ACCESSORIES	31 K €	5 K €	15.6%
59 PHARMACY EQUIPMENT	3 K €	0 K €	11.8%
46 WOUND CARE	737 K €	60 K €	8.2%
36 FOOD FOR ADULTS	153 K €	12 K €	7.8%
79 OTHER PATIENT ARE PRODS	3612 K €	260 K €	7.2%
13 CALM SLEEP MOOD ENHANCING PROD	12546 K €	876 K €	7.0%

## Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/03/2026	Absolute growth in units	% growth
45 FIRST AID KITS	342	164	48.1%
35 BABY FOODS	380,260	165,653	43.6%
59 PHARMACY EQUIPMENT	622	70	11.2%
65 BABY+NURSING ACCESSORIES	2,185	230	10.5%
33 FIBRE FOOD PRODUCTS	23	2	9.6%
39 OTH NUTRITIONAL PRODUCTS	317	25	7.9%
80 FRAGRANCES	1,739	110	6.3%
53 PRDS FOR BLADDER PROBLEM	377,770	15,870	4.2%
13 CALM SLEEP MOOD ENHANCING PROD	681,303	23,490	3.4%
55 INJECTION DEVICES	146,171	4,187	2.9%

# 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/03/2026	Absolute growth in value	% growth
35 BABY FOODS	7.7 M €	2.8 M €	36.6%
04 VIT/MINERALS/NUTRIT.SUPPL	77.2 M €	2.6 M €	3.4%
53 PRDS FOR BLADDER PROBLEM	27.0 M €	1.2 M €	4.3%
07 EYE CARE	19.6 M €	1.0 M €	5.2%
06 SKIN TREATMENT	20.2 M €	0.9 M €	4.7%
13 CALM SLEEP MOOD ENHANCING PROD	12.5 M €	0.9 M €	7.0%
03 DIGEST & OTH INTEST PROD	49.2 M €	0.7 M €	1.4%
12 URINARY AND REPRUDUCT CARE	13.6 M €	0.3 M €	2.0%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.3 M €	7.2%
30 SPEC ENTERAL NUTRITION PRD	4.0 M €	0.2 M €	5.6%

## Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/03/2026	Absolute growth in units	% growth
35 BABY FOODS	380,260	165,653	43.6%
06 SKIN TREATMENT	2,124,792	25,476	1.2%
13 CALM SLEEP MOOD ENHANCING PROD	681,303	23,490	3.4%
53 PRDS FOR BLADDER PROBLEM	377,770	15,870	4.2%
04 VIT/MINERALS/NUTRIT.SUPPL	3,888,446	15,484	0.4%
07 EYE CARE	1,466,641	12,479	0.9%
09 MOUTH TREATMENT PRODUCTS	308,741	6,704	2.2%
55 INJECTION DEVICES	146,171	4,187	2.9%
79 OTHER PATIENT ARE PRODS	92,933	1,217	1.3%
65 BABY+NURSING ACCESSORIES	2,185	230	10.5%