



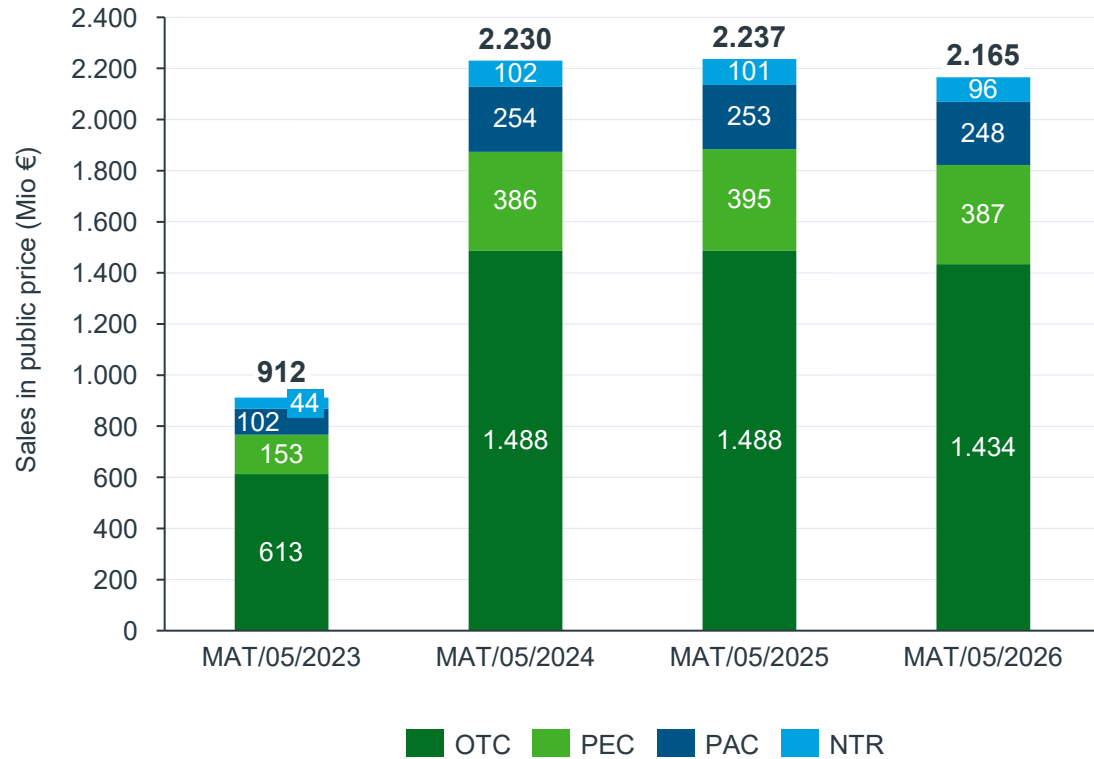
Monthly Belgium and Luxembourg Market Trends May 2026

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

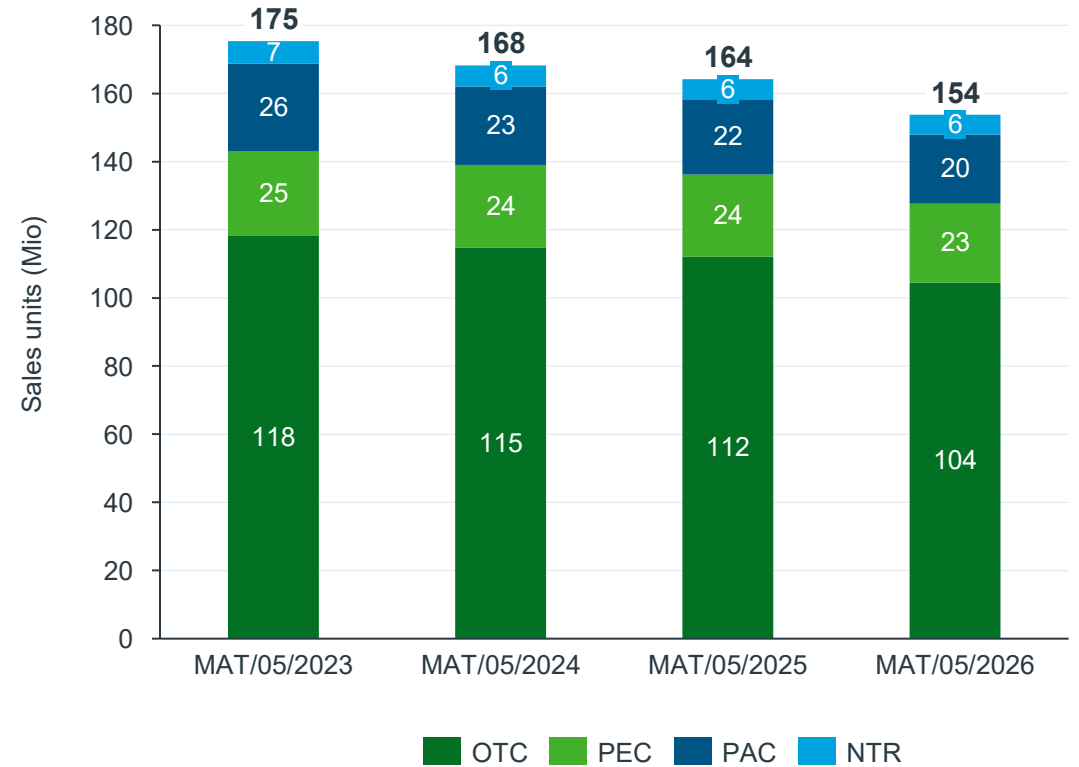


The Belgian retail market is worth € 2.2 billion

Sales Evolution VALUE



Sales Evolution UNITS



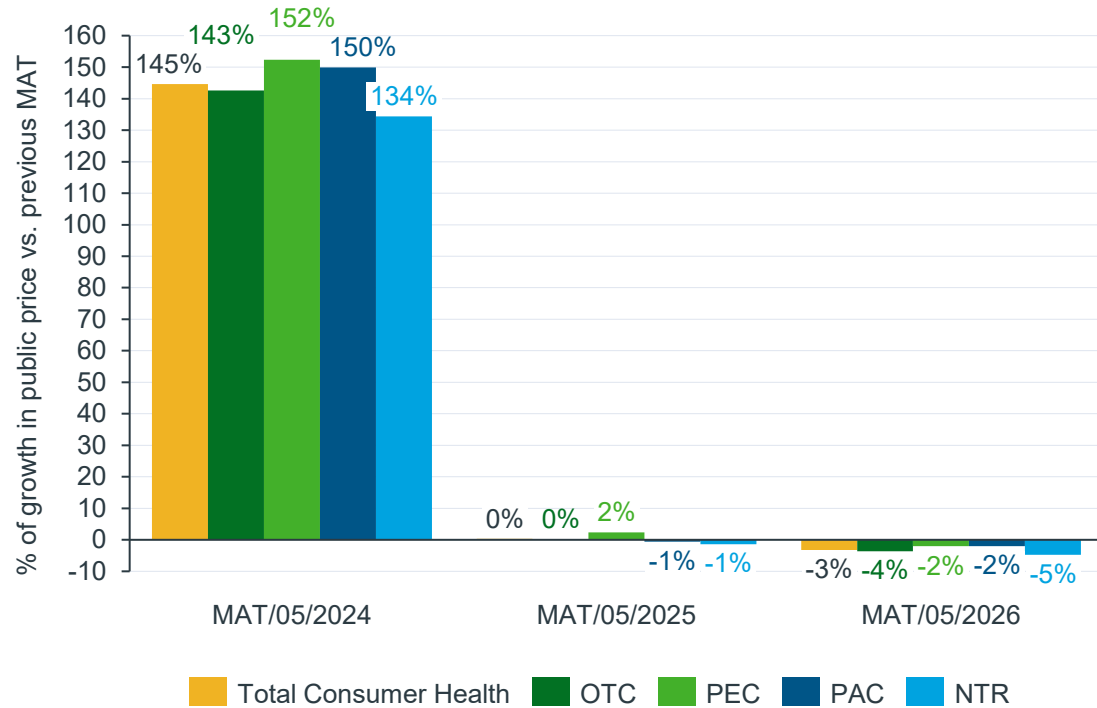


Consumer Health market growth evolution in Belgium

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 -07%

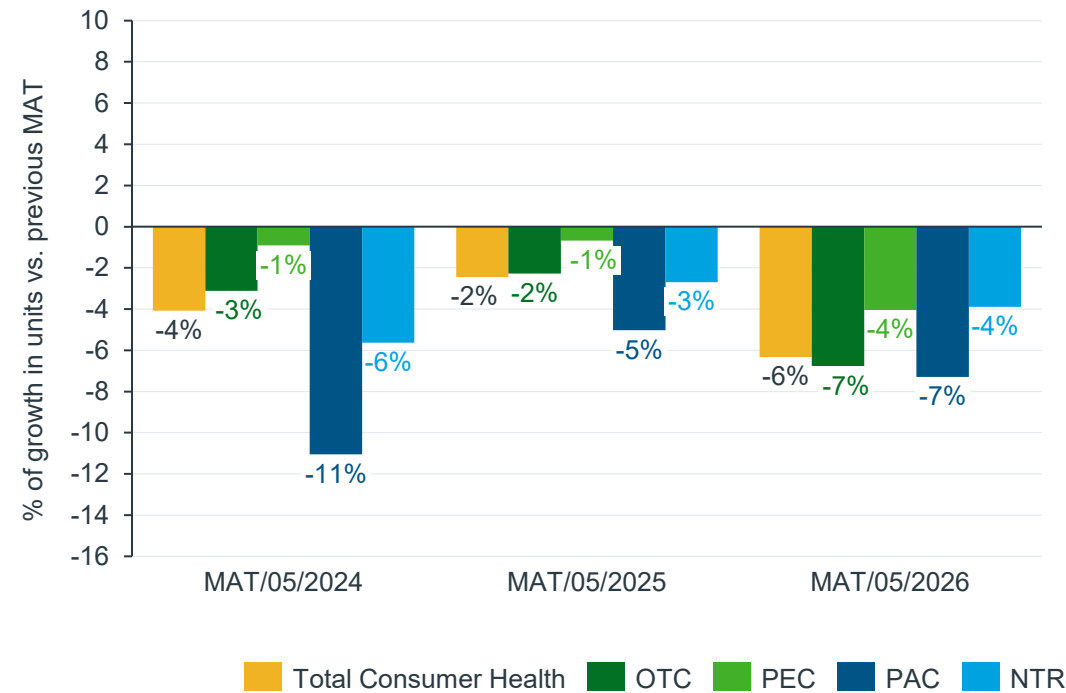
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

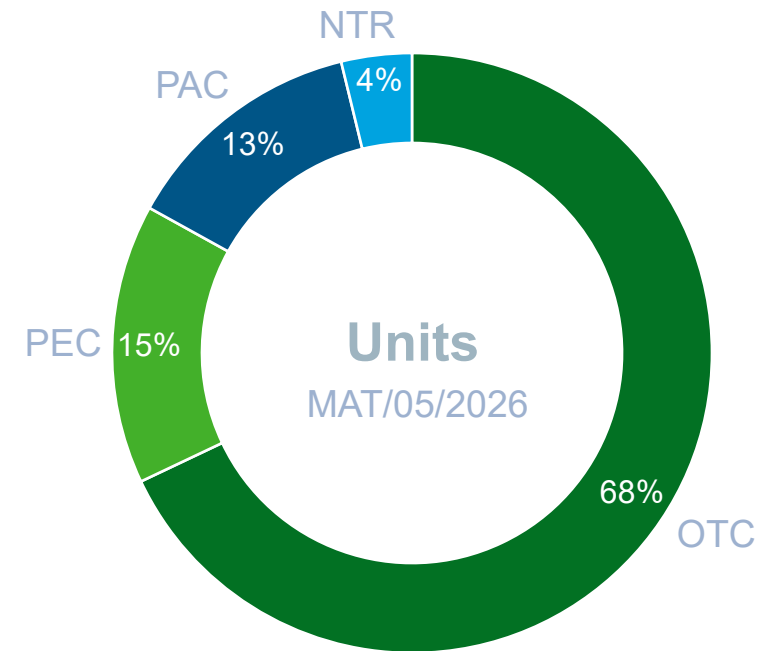
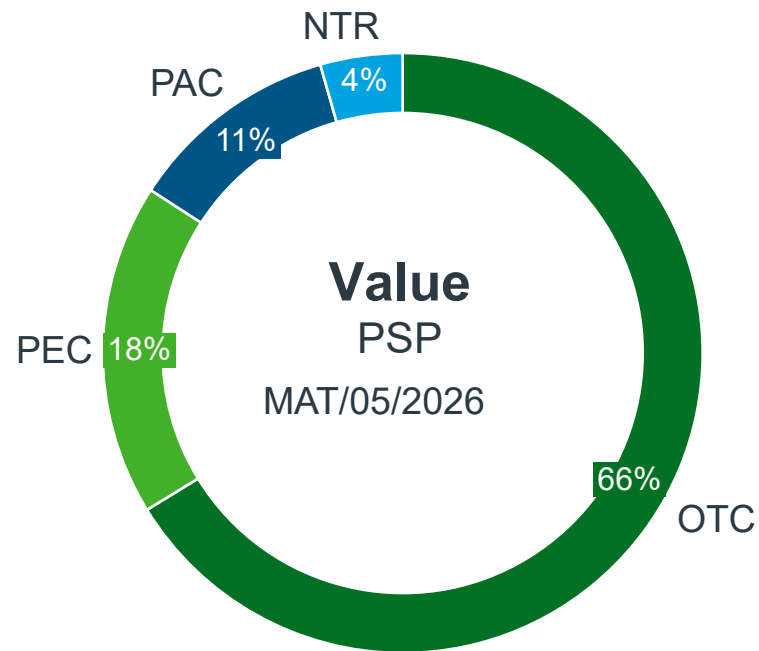
UNITS





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

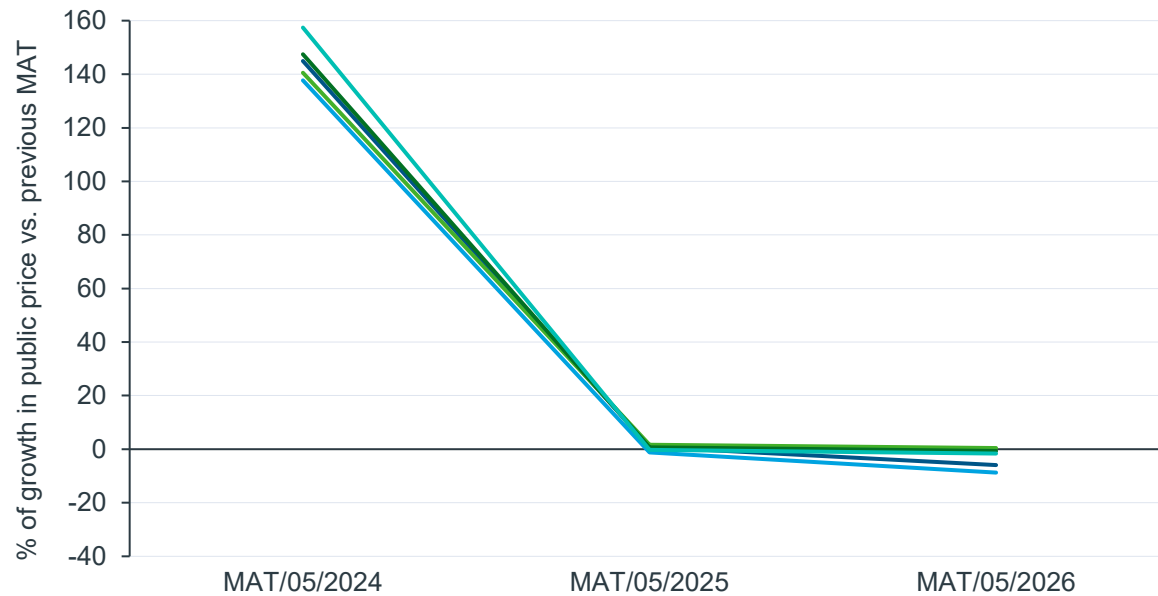
Market Share



Top 5 classes sales evolution

% of growth versus last MAT

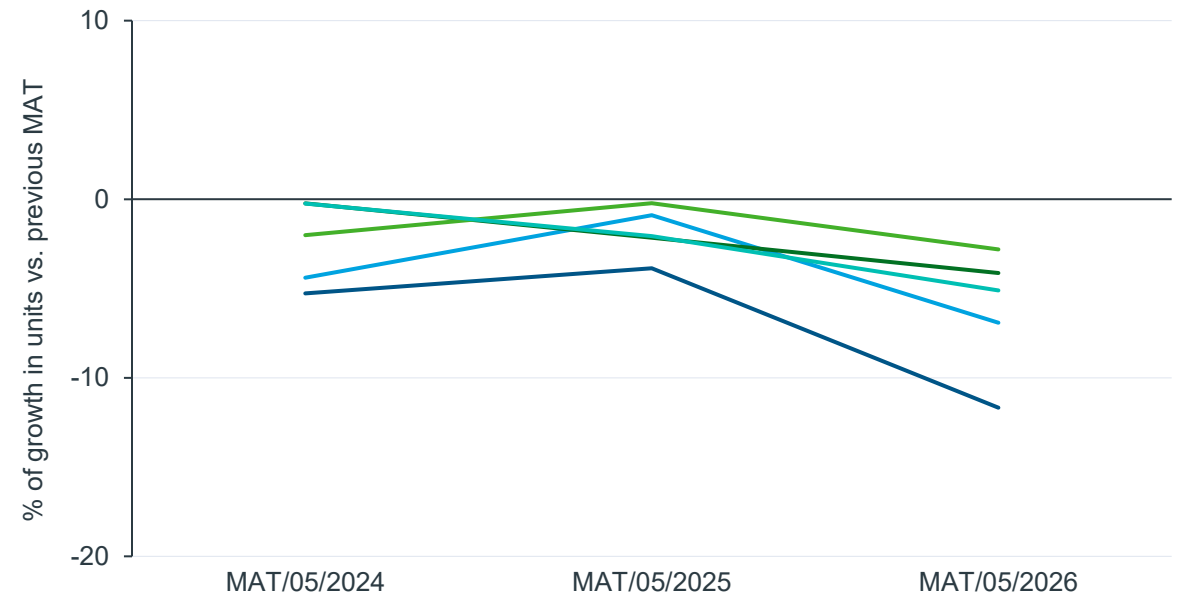
VALUE



- 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/05/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	171 M €	7.9%
04F MINERAL SUPPLEMENTS	91 M €	4.2%
01B COLD REMEDIES	86 M €	4.0%
07A EYE CARE	83 M €	3.8%
01A COUGH PRODUCTS	70 M €	3.2%
03C LAXATIVES	66 M €	3.0%
04E OTHER SPECIFIC VITAMINS	60 M €	2.8%
02E MUSCULAR PAIN RELIEF	59 M €	2.7%
35G MILK PRDS FOR CHILDREN	56 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/05/2026	% of BE CH Market
02A GENERAL PAIN RELIEF	18,124,725	11.8%
01B COLD REMEDIES	9,628,213	6.3%
01A COUGH PRODUCTS	6,281,141	4.1%
01C SORE THROAT REMEDIES	5,239,791	3.4%
07A EYE CARE	5,115,308	3.3%
03C LAXATIVES	4,801,765	3.1%
04E OTHER SPECIFIC VITAMINS	3,827,656	2.5%
04F MINERAL SUPPLEMENTS	3,531,987	2.3%
02E MUSCULAR PAIN RELIEF	3,099,146	2.0%
06B HAND SKIN WOUND DISINFECT	2,804,411	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/05/2026	Absolute growth in value	% growth
33 FIBRE FOOD PRODUCTS	0 K €	0 K €	64.2%
35 BABY FOODS	8534 K €	3692 K €	43.3%
45 FIRST AID KITS	5 K €	2 K €	33.0%
54 BABY DISPOSABLE & CH ENU	4 K €	1 K €	24.9%
31 DIABETIC FOOD PRODUCTS	0 K €	0 K €	23.4%
65 BABY+NURSING ACCESSORIES	32 K €	6 K €	19.9%
52 INCONTINENCE CARE PRDS	1187 K €	178 K €	15.0%
79 OTHER PATIENT ARE PRODS	3624 K €	241 K €	6.6%
13 CALM SLEEP MOOD ENHANCING PROD	12550 K €	792 K €	6.3%
09 MOUTH TREATMENT PRODUCTS	2949 K €	170 K €	5.8%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/05/2026	Absolute growth in units	% growth
33 FIBRE FOOD PRODUCTS	23	12	53.3%
35 BABY FOODS	427,011	213,817	50.1%
31 DIABETIC FOOD PRODUCTS	86	18	21.3%
54 BABY DISPOSABLE & CH ENU	221	39	17.8%
45 FIRST AID KITS	284	47	16.5%
65 BABY+NURSING ACCESSORIES	2,230	288	12.9%
80 FRAGRANCES	1,764	167	9.5%
53 PRDS FOR BLADDER PROBLEM	380,244	16,918	4.4%
36 FOOD FOR ADULTS	7,412	237	3.2%
30 SPEC ENTERAL NUTRITION PRD	193,481	5,857	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/05/2026	Absolute growth in value	% growth
35 BABY FOODS	8.5 M €	3.7 M €	43.3%
04 VIT/MINERALS/NUTRIT.SUPPL	77.6 M €	2.7 M €	3.5%
53 PRDS FOR BLADDER PROBLEM	27.2 M €	1.2 M €	4.5%
07 EYE CARE	19.7 M €	1.0 M €	4.8%
13 CALM SLEEP MOOD ENHANCING PROD	12.6 M €	0.8 M €	6.3%
06 SKIN TREATMENT	20.3 M €	0.6 M €	3.2%
12 URINARY AND REPRUDUCT CARE	13.7 M €	0.4 M €	2.6%
79 OTHER PATIENT ARE PRODS	3.6 M €	0.2 M €	6.6%
03 DIGEST & OTH INTEST PROD	49.0 M €	0.2 M €	0.5%
30 SPEC ENTERAL NUTRITION PRD	4.0 M €	0.2 M €	5.1%

Fastest Growing OTC1 in Rx sales in % growth in UNITS



	UN MAT/05/2026	Absolute growth in units	% growth
35 BABY FOODS	427,011	213,817	50.1%
04 VIT/MINERALS/NUTRIT.SUPPL	3,893,397	23,944	0.6%
13 CALM SLEEP MOOD ENHANCING PROD	678,509	18,520	2.7%
53 PRDS FOR BLADDER PROBLEM	380,244	16,918	4.4%
07 EYE CARE	1,464,445	15,075	1.0%
09 MOUTH TREATMENT PRODUCTS	311,000	8,824	2.8%
30 SPEC ENTERAL NUTRITION PRD	193,481	5,857	3.0%
79 OTHER PATIENT ARE PRODS	92,882	1,259	1.4%
65 BABY+NURSING ACCESSORIES	2,230	288	12.9%
36 FOOD FOR ADULTS	7,412	237	3.2%