



# Herbal/Traditional Products in Belgium

September 2024

Table of Contents

## Herbal/Traditional Products in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Belgian authorities advocate for a shift from regular drugs to herbal/traditional solutions  
Tilman leads the way with a large portfolio  
The demand for herbal/traditional products grows despite inflationary pressure on prices

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products poised for continued success in Belgium  
Potential market liberalisation has implications for herbal/traditional products  
Shifting trends in distribution see the rise of parapharmacies and e-commerce

#### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2019-2024  
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024  
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024  
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029  
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

## Consumer Health in Belgium - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 8 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/herbal-traditional-products-in-belgium/report](http://www.euromonitor.com/herbal-traditional-products-in-belgium/report).