



# Nappies/Diapers/Pants in Belgium

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume and value continue to be challenged by the declining birth rate in Belgium  
Private label lead retail volume sales as consumers appreciate affordability  
Supermarkets lead while retail e-commerce increases its share of sales

PROSPECTS AND OPPORTUNITIES

While retail volume is anticipated to decline, premiumisation will boost value growth  
Retail e-commerce will play a more important role, offering a wider selection of goods  
Washable nappies/diapers/pants may gain ground and drive sales across the forecast period

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Tissue and Hygiene in Belgium - Industry Overview

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