

# Butter and Spreads in Belgium

August 2024

**Table of Contents** 

#### Butter and Spreads in Belgium - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Home cooking trend boosts demand for butter

Negative perception affects cooking fats, margarine and spreads

Private labels gain further ground

#### PROSPECTS AND OPPORTUNITIES

Butter to face growing competition from vegetable oils

Home cooking trend likely to wane

Cooking fats to face weak sales outlook

#### CATEGORY DATA

- Table 1 Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 2 Sales of Butter and Spreads by Category: Value 2019-2024
- Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 6 LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 7 Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 9 Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in Belgium - Industry Overview

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **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/butter-and-spreads-in-belgium/report.