

# **Convenience Retailers in Belgium**

February 2025

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## Convenience Retailers in Belgium - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Convenience stores see slower growth in 2024 as competition from supermarkets increases Increasing competition from foods e-commerce Smatch stores close as competition intensifies

# PROSPECTS AND OPPORTUNITIES

Convenience stores earmarked for positive growth but the channel could face stronger competition Colruyt to expand its network of Okay convenience stores Convenience stores concept coming under pressure from other retail channels

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