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Belgium

# Survival of the Fittest!

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# Welcome

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# Davy Van Raemdonck

Director Belgium & The Netherlands

Consumer Panel YouGov

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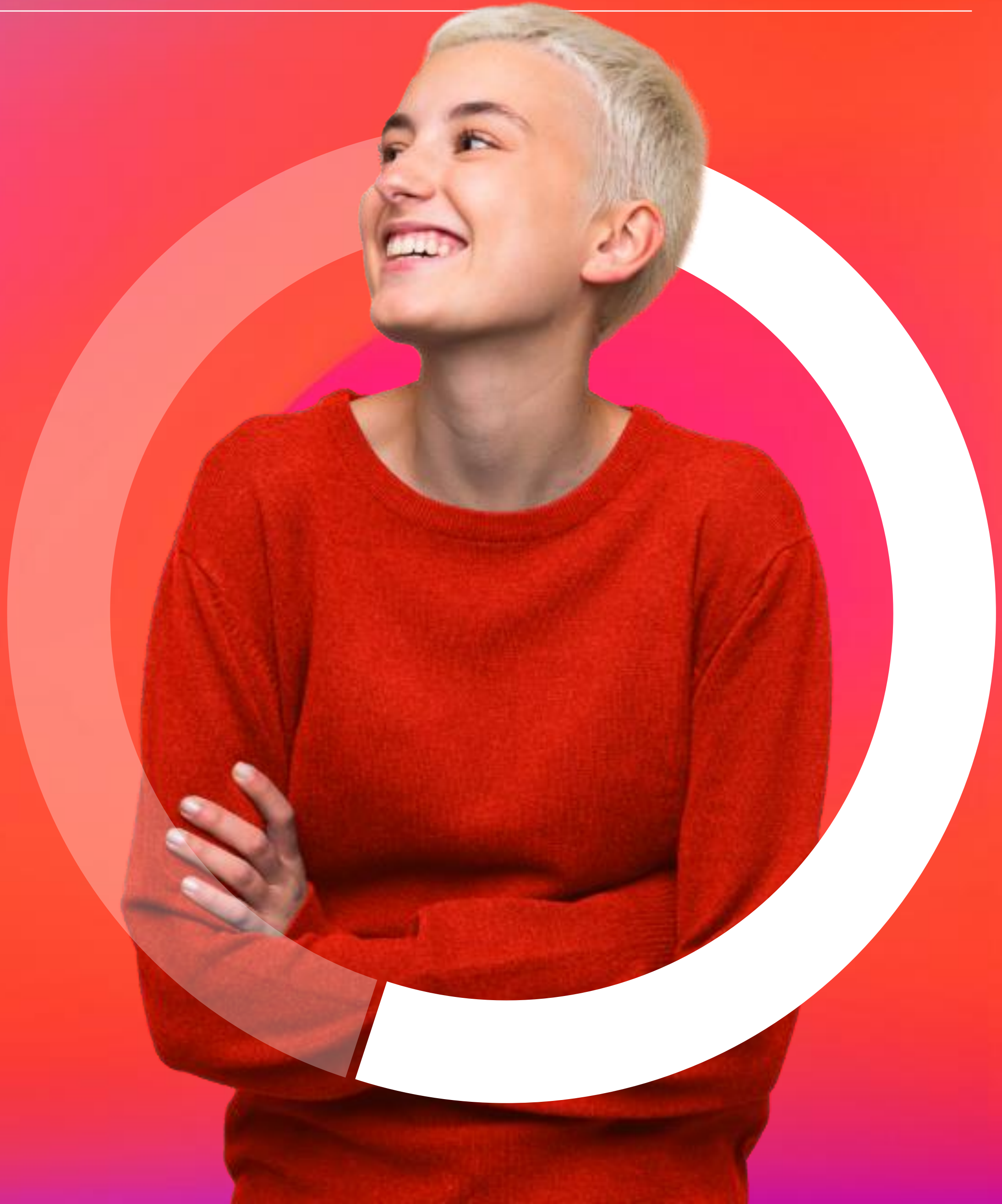
# Setting the scene

Davy Van Raemdonck

Director Consumer Panel Belgium & The Netherlands

# Yes, indeed! We are YouGov !



# 60+ years of consumer & shopper understanding!

°1961 2024

# YouGov®

…is the most quoted market research agency worldwide!

… is market leader in consumer opinions, motivations, wants, and media habits, bringing a history of tech innovation and a deep understanding of more than 26 million registered panel members.

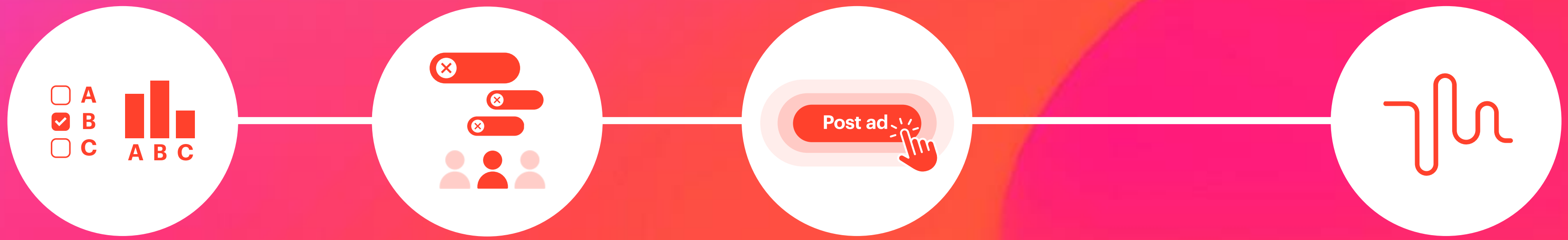
… turns living data into business intelligence.

## We enhance consumer and shopper insights

# We bridge opinion and behavior data

## We know what the world thinks, wants, and buys!

# We help the world's most recognized FMCG brands, media owners and agencies to




## explore, plan, activate and track better marketing, trade marketing and sales activities

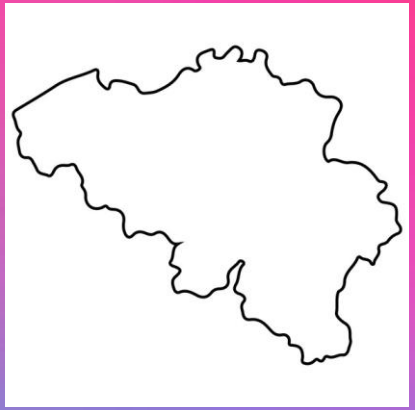
**“It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is the most adaptable to change.”**

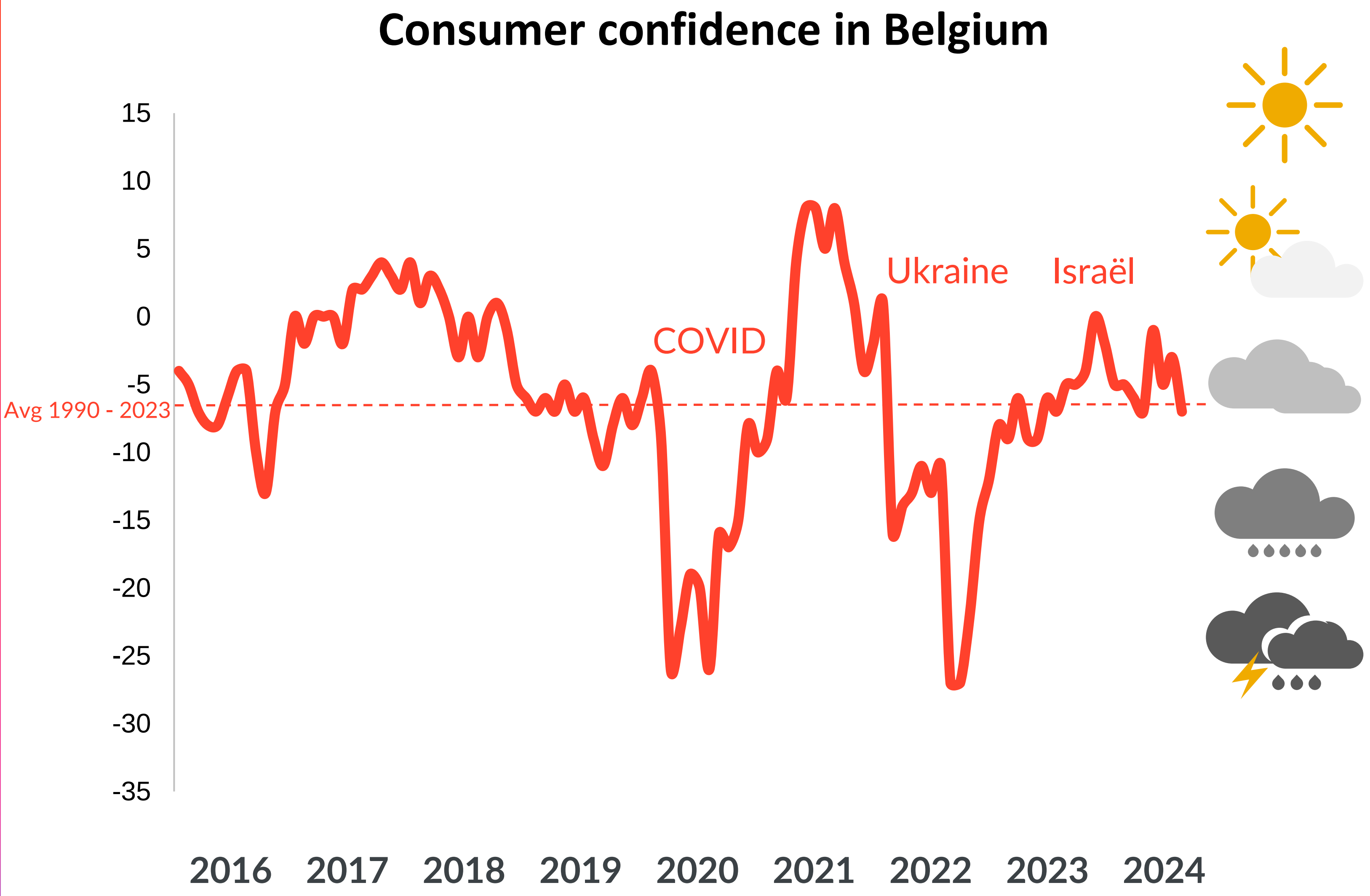
***- Charles Darwin***


Survival
of the
Fittest!


What does todays market look like?

# Consumer confidence in BE is struggling to get positive again



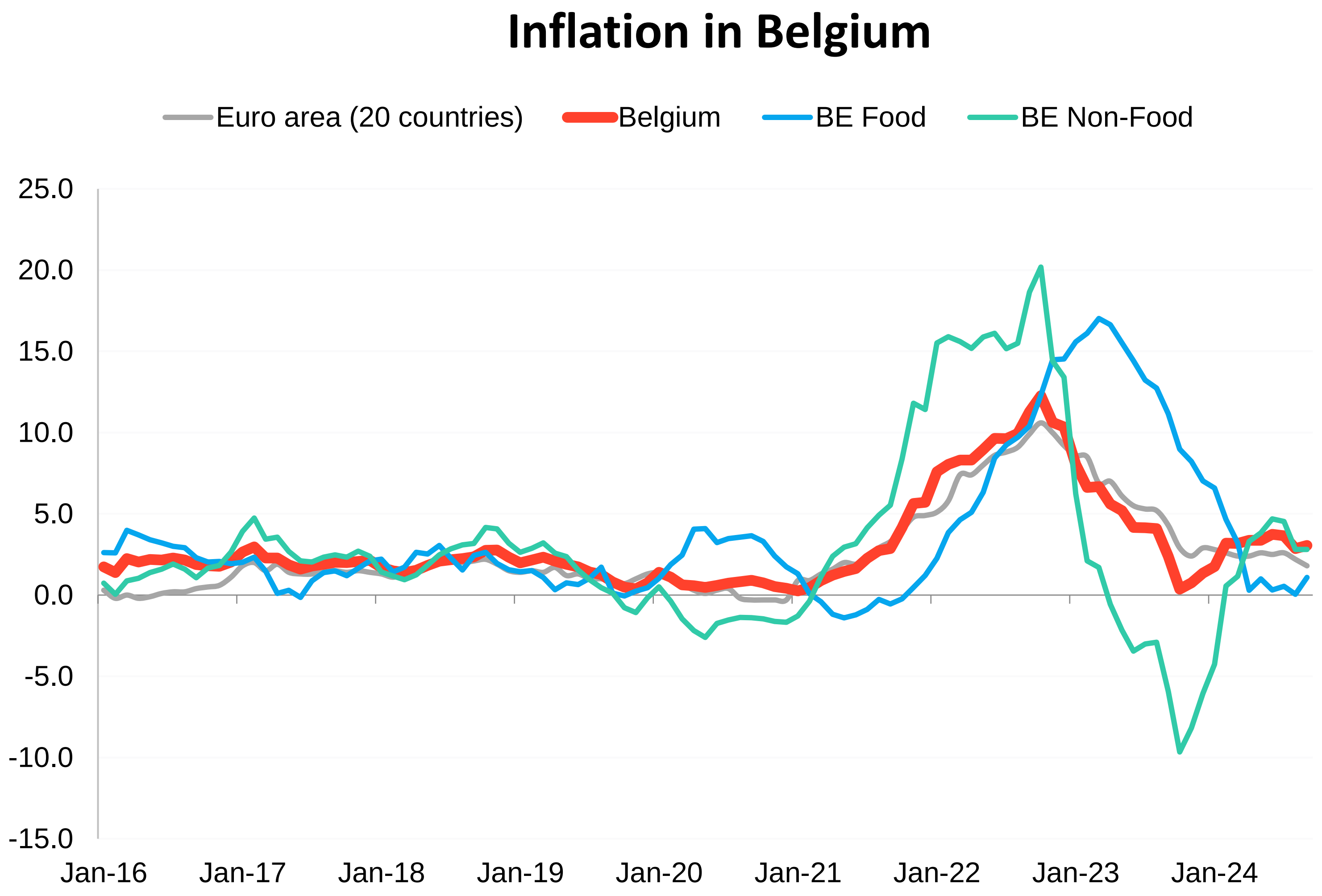



Source: National Bank of Belgium

# Overall inflation is stabilizing around 3% in 2024

Food inflation went down and is now fluctuating between 0% and 1%. Non-food inflation is again higher.

BE remains slightly above the European average.

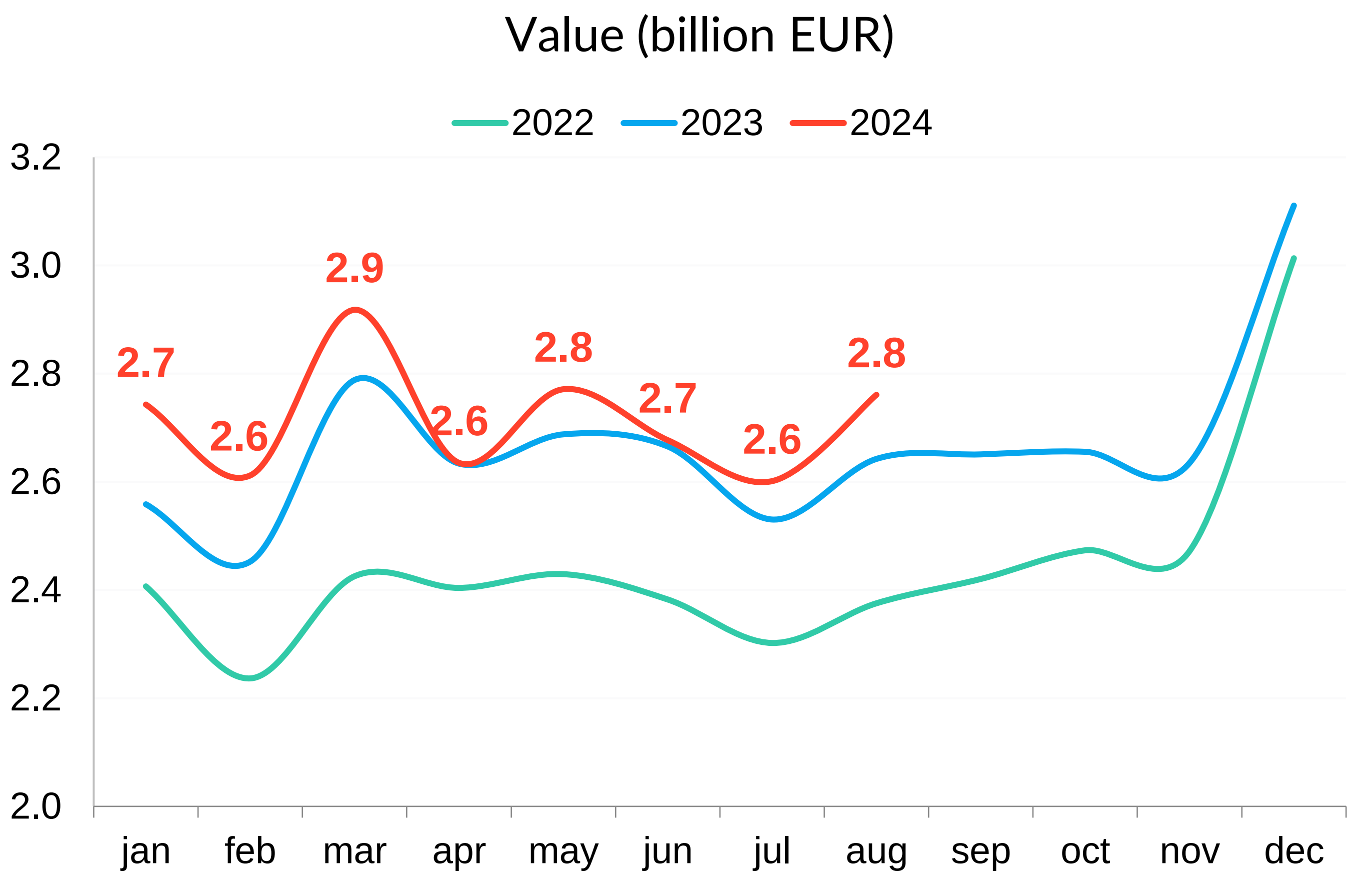



Source: Statbel & Eurostat

# The FMCG market continues to grow!


Source: YouGov Consumer Panel – Belgium – August 2024

## Total FMCG & Fresh development in Belgium



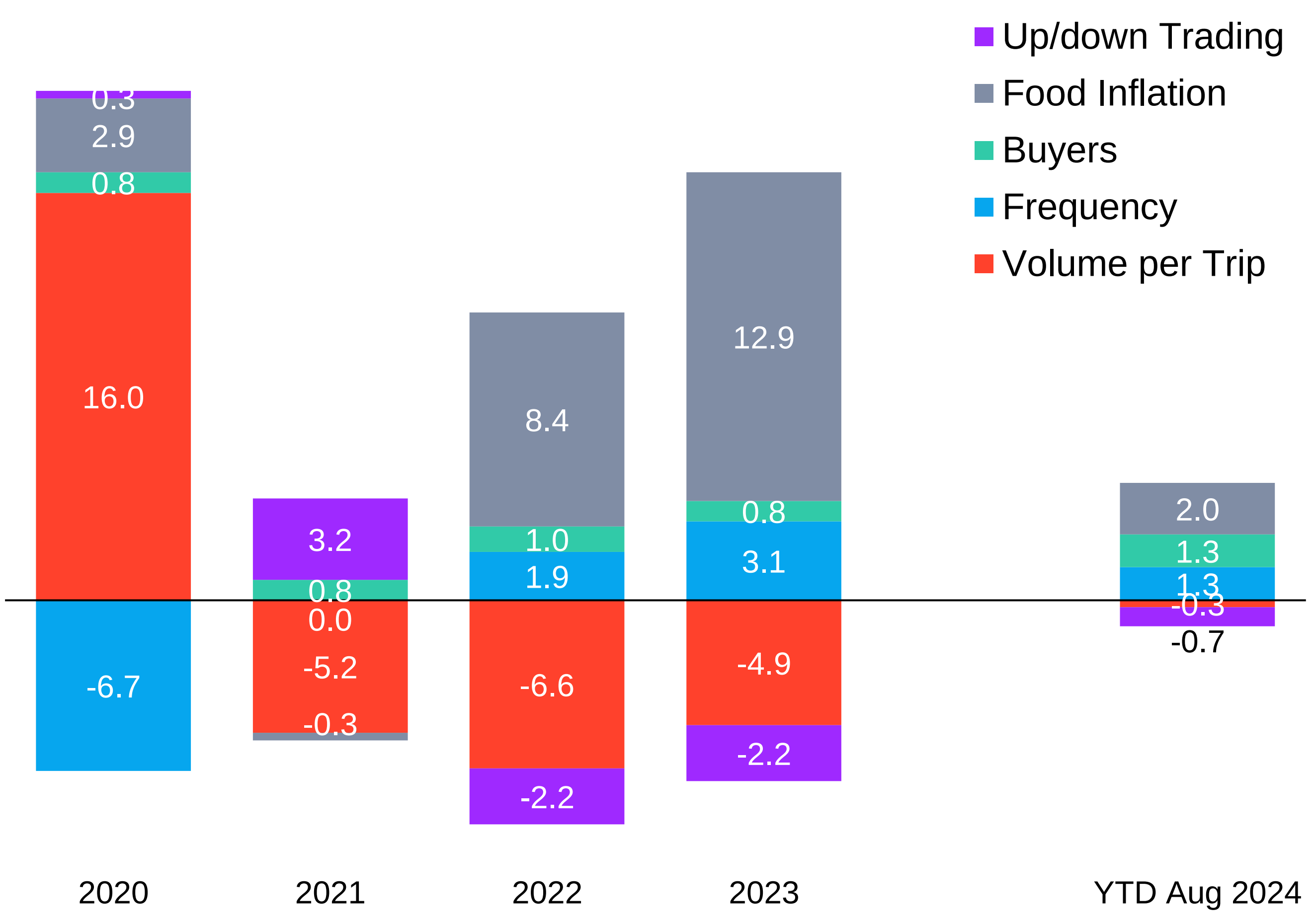

Source: YouGov Consumer Panel – Belgium

# This increase in value is for more then 50% driven by food inflation

Next to inflation, more and more frequent shopping households are pushing the market forward.

The impact of downtrading almost disappeared in 2024.

## Total FMCG & Fresh development in Belgium



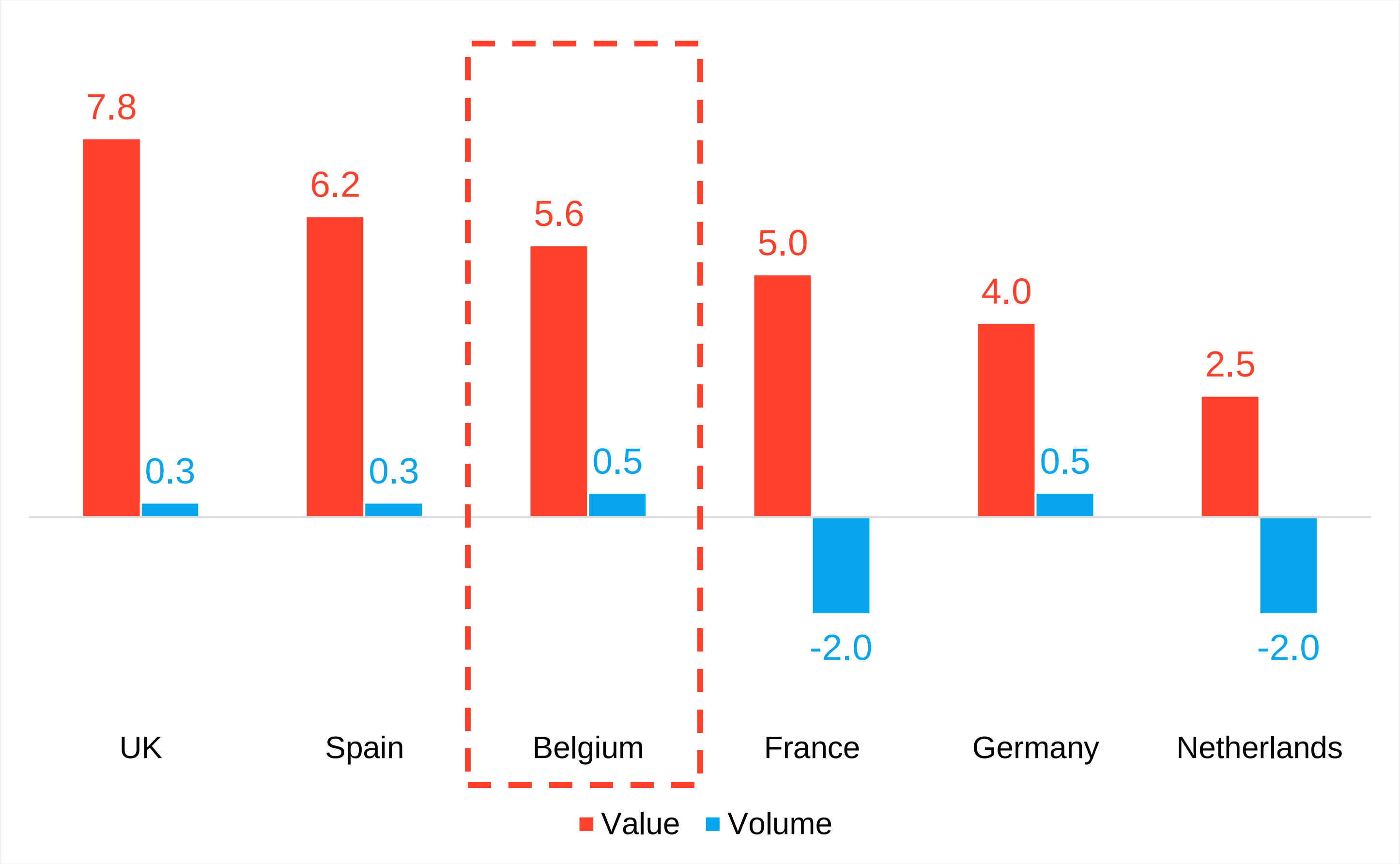

Source: YouGov Consumer Panel – Belgium

# Belgium is doing good in relation to other Western European countries

Both France and NL are facing a volume decline in MAT 06 2024 whereas all other countries are catching up with limited volume increases

## Total FMCG & Fresh development in Belgium

MAT06 2024 growth vs P-1



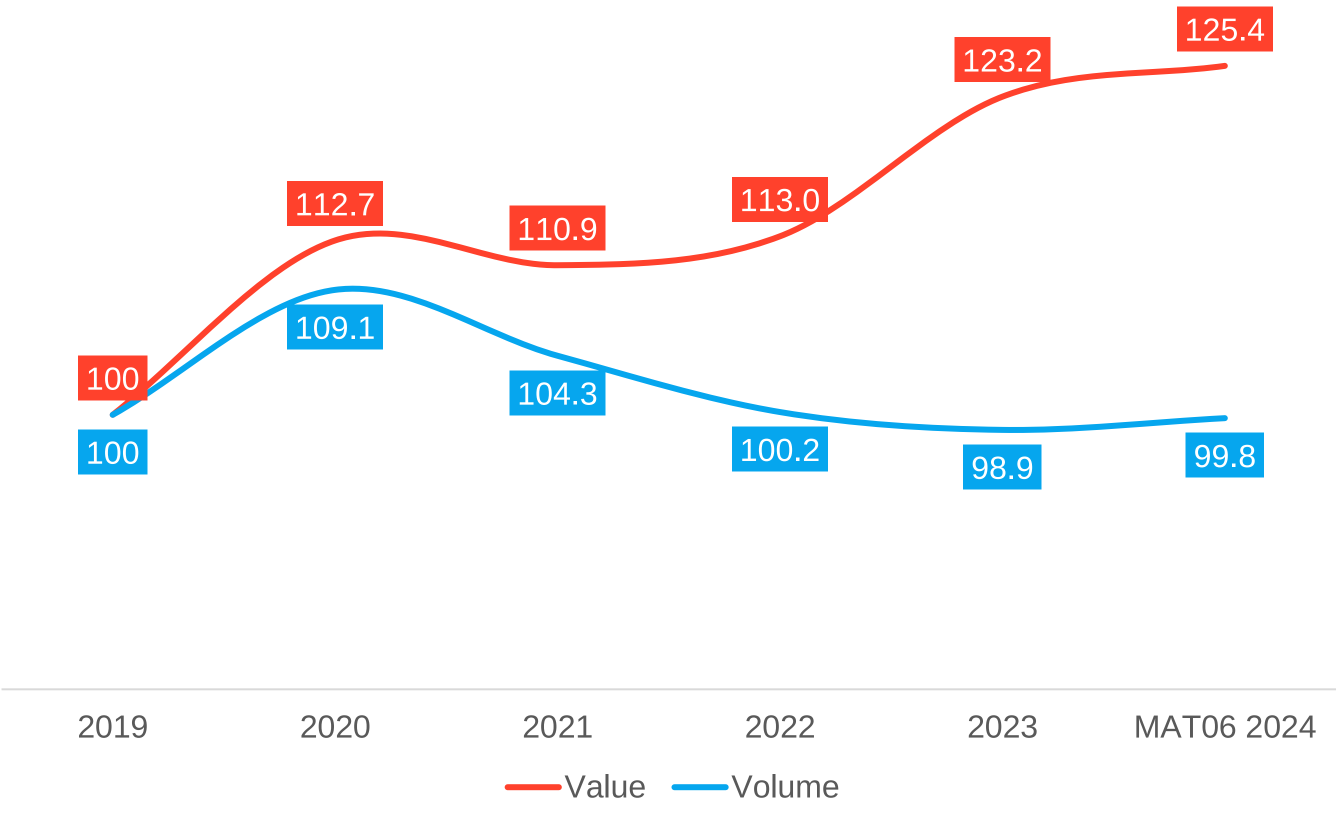

Source: Europanel & YouGov Consumer Panel – The Belgium

# Total FMCG value increased with 25% since 2019

The volume level fell back to pre-covid level

## Total FMCG & Fresh development in Belgium

Index vs 2019

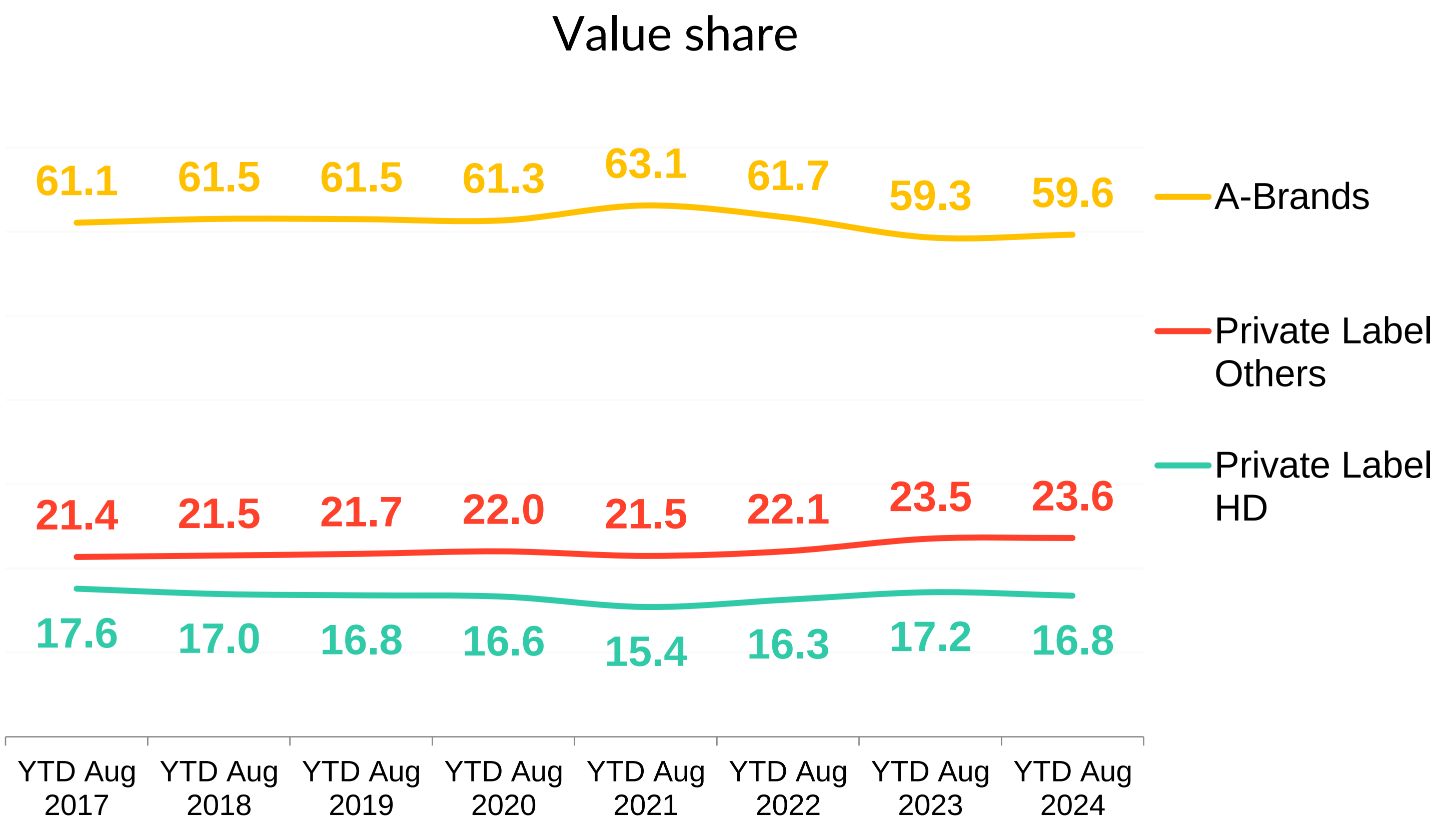



Source: YouGov Consumer Panel – Belgium

# Other private labels are slightly taking value share away from brands and PL HD… in value

In general, the 60%-40% repartition between A-brands and private label remains

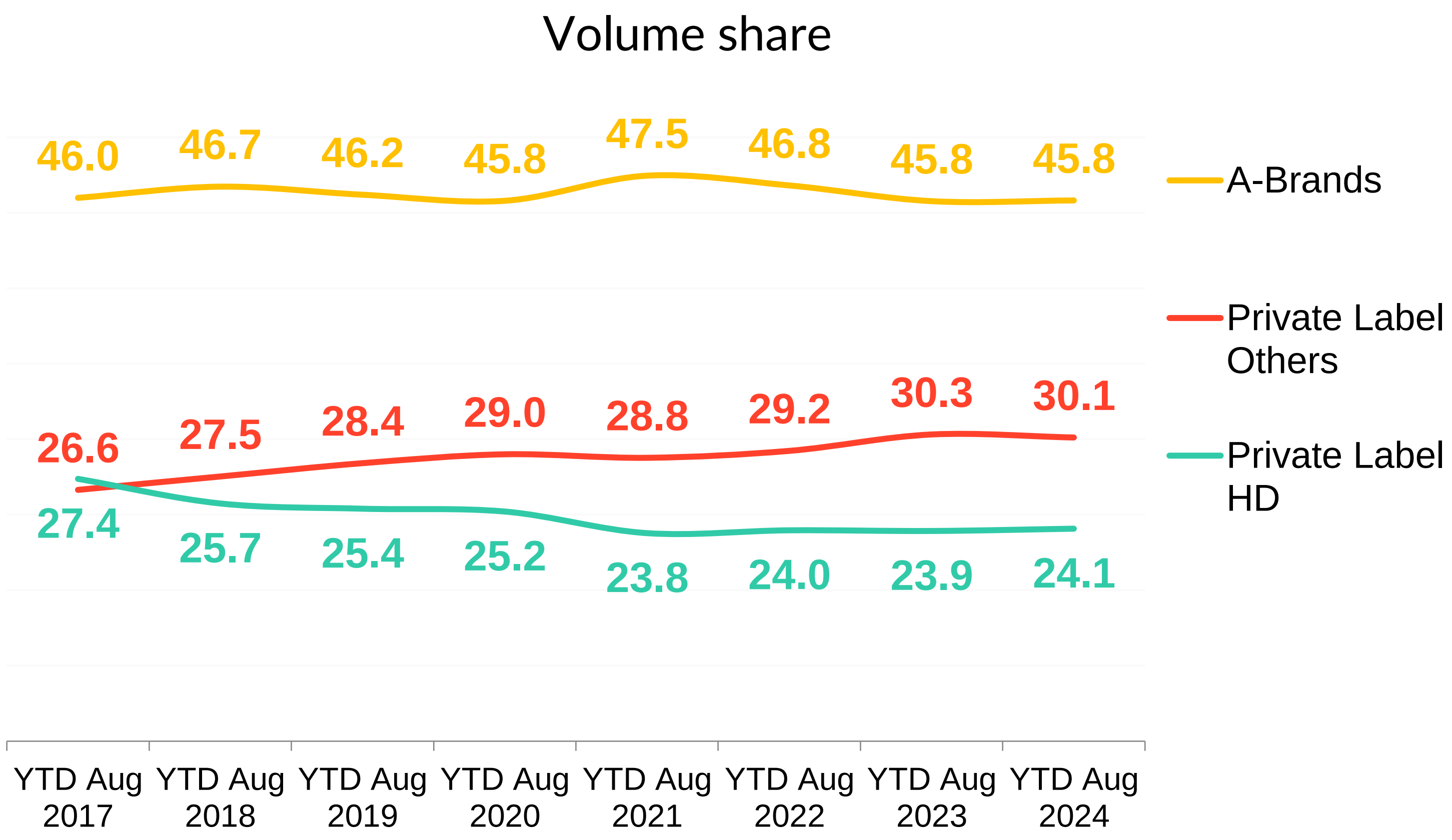
## Value share development of A-brands and Private Label in Belgium for Total FMCG (excl. Fresh)




Source: YouGov Consumer Panel – Belgium

# In volume, the long-term battle between brands & PL shifted to a battle between private labels

## Volume share development of A-brands and Private Label in Belgium for Total FMCG (excl. Fresh)

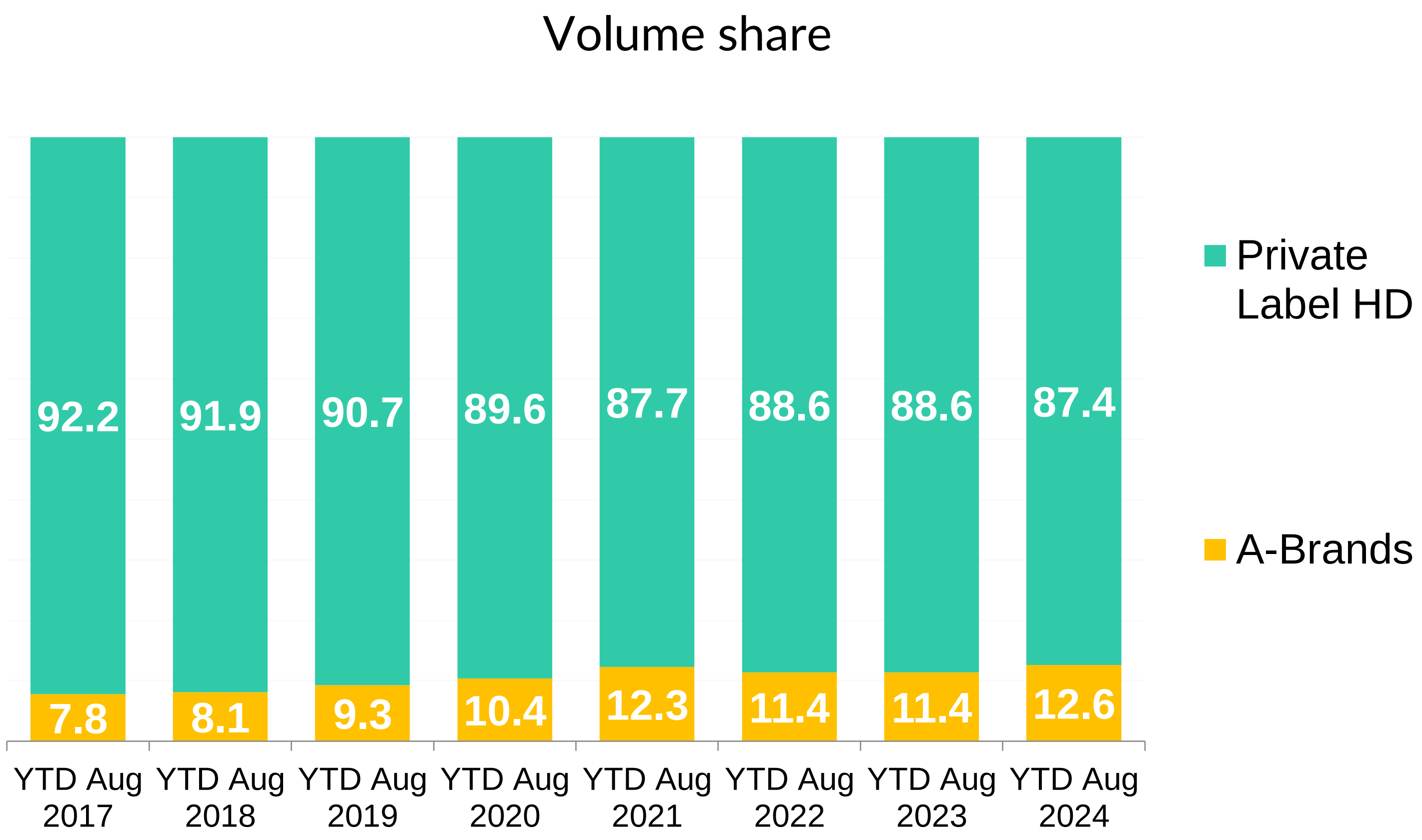



Source: YouGov Consumer Panel – Belgium

# A-brands have never had a higher market share within Hard Discount!

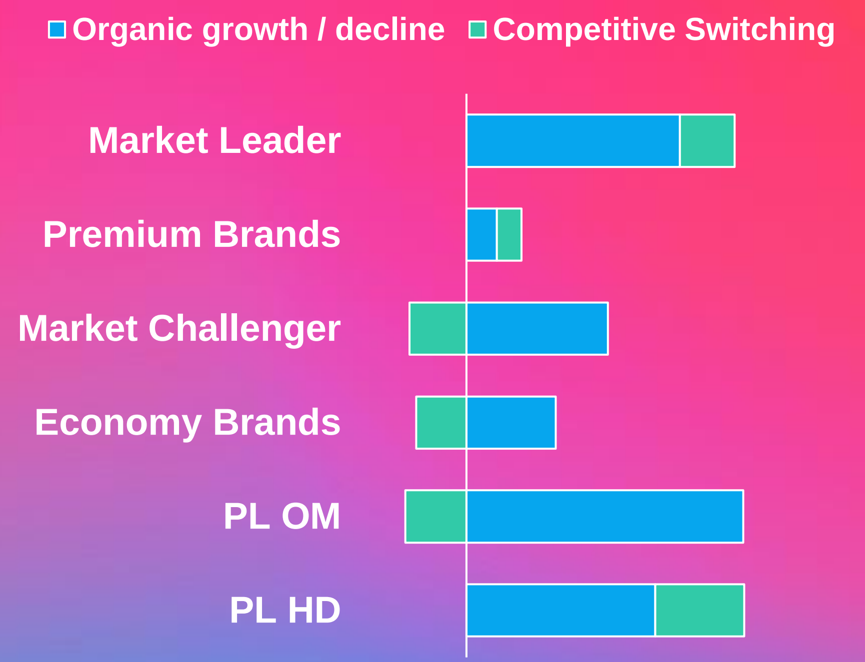
This higher share for A-brands at Hard Discount impacted the overall Private Label Hard Discount share

## Volume share development of A-brands and Private Label @ Hard Discount in Belgium for Total FMCG (excl. Fresh)




Source: YouGov Consumer Panel – Belgium

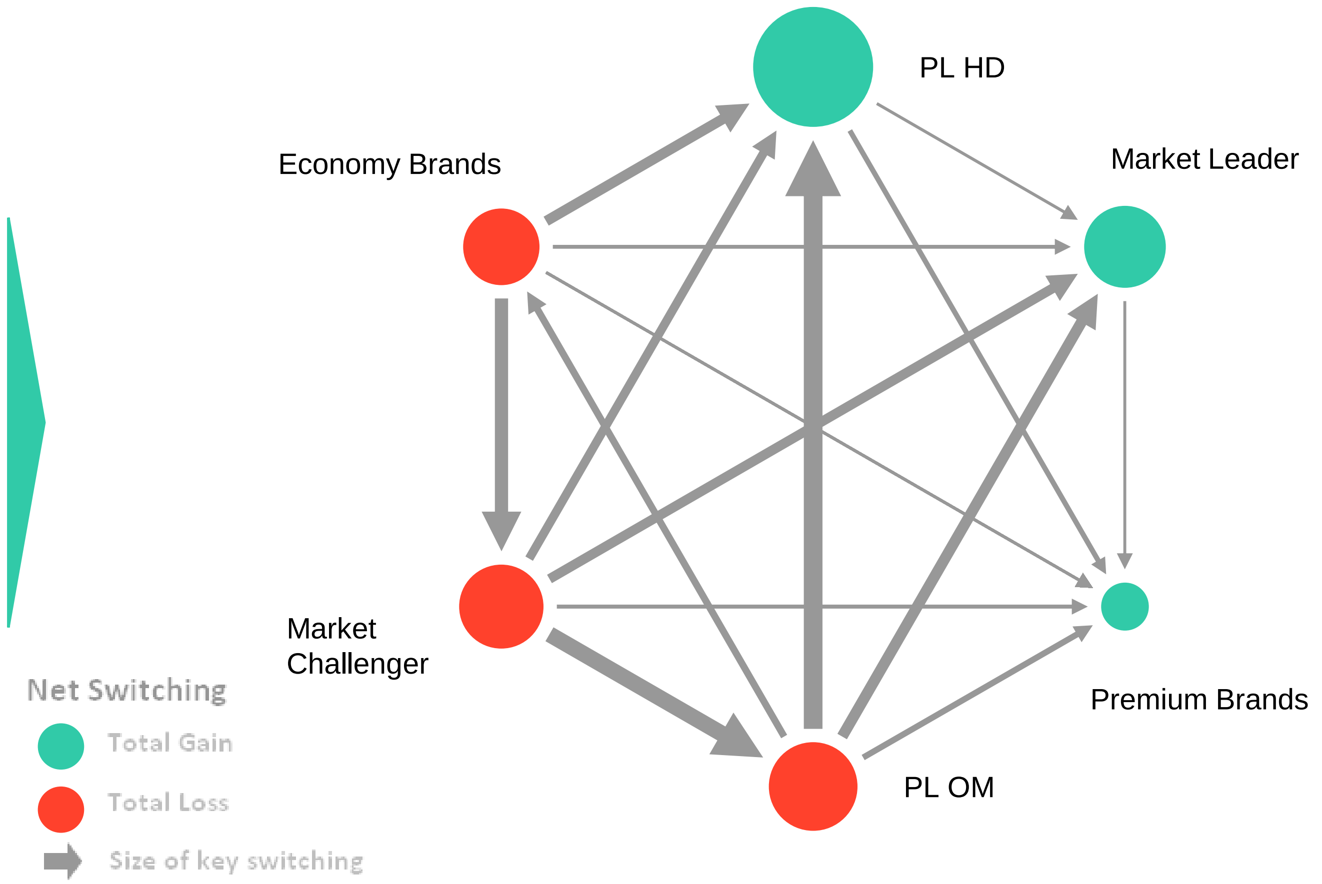
# Competitive volume switching remains limited




Source: YouGov Consumer Panel – Belgium

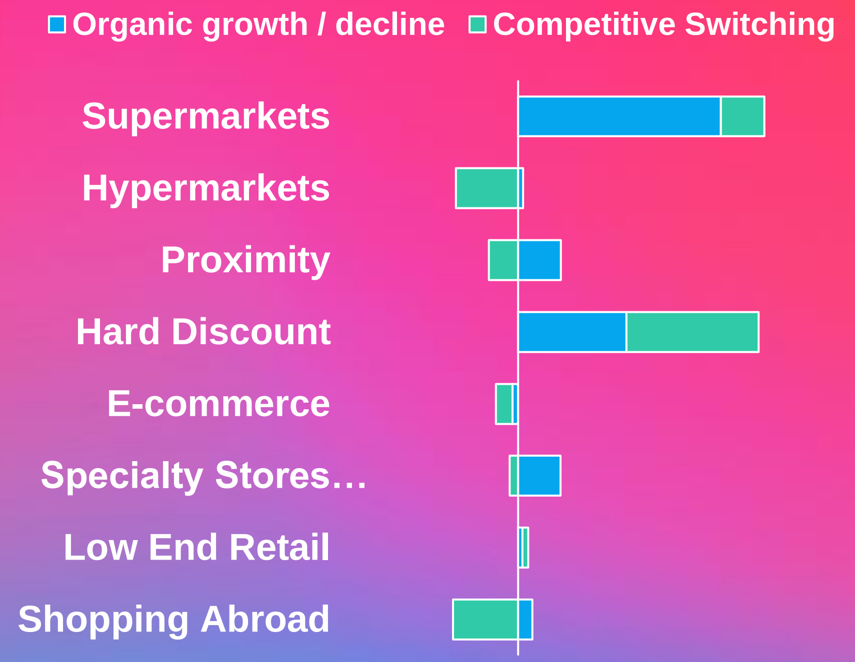
## Total FMCG (excl. Fresh) development in Belgium

Brand switching | Volume | YTD August 2024 vs. YA




Source: YouGov Consumer Panel – Belgium

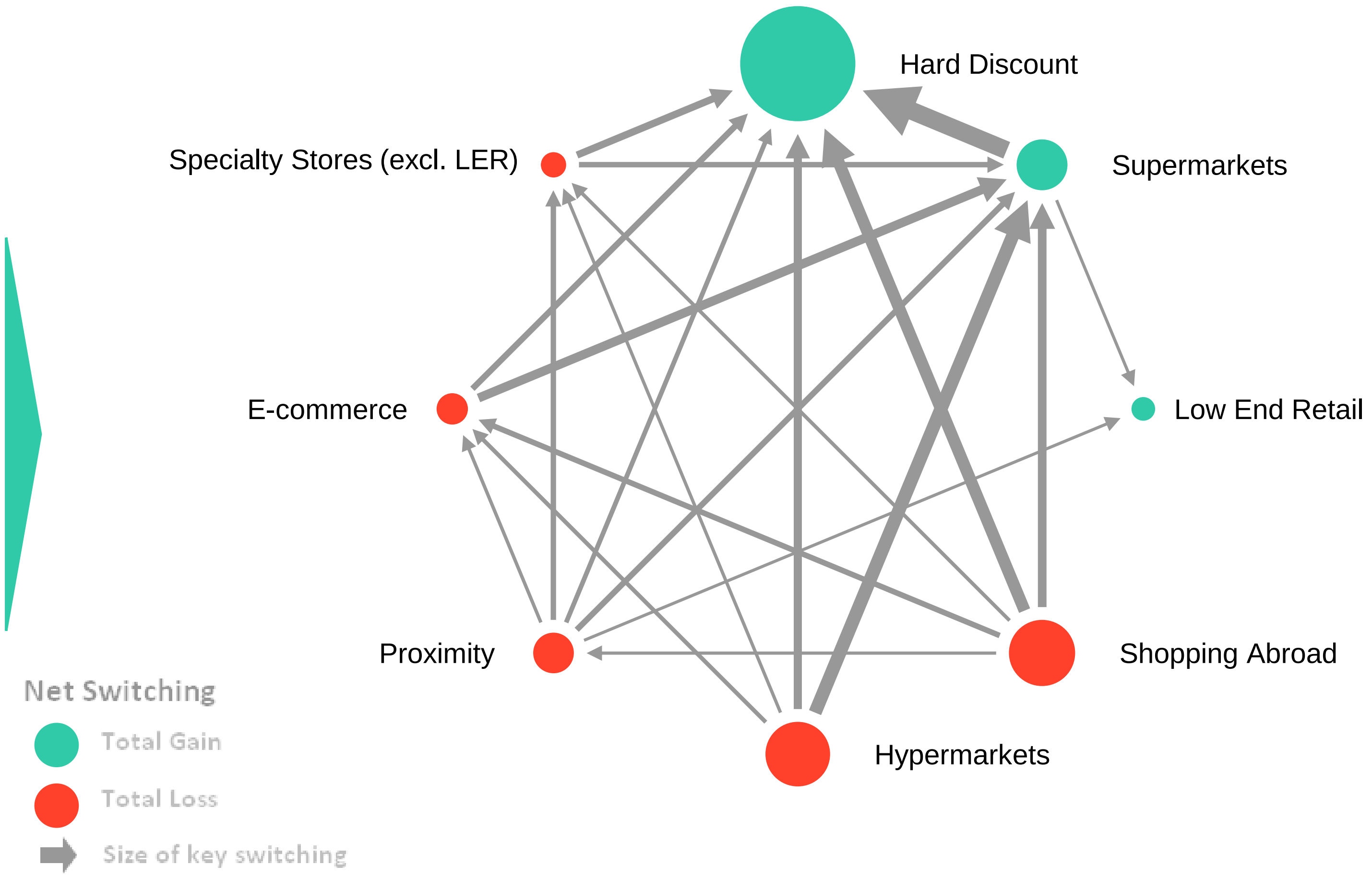
# Competitive volume switching remains limited




Source: YouGov Consumer Panel – Belgium

## Total FMCG (incl. Fresh) development in Belgium

Channel switching | Volume | YTD August 2024 vs. YA




Source: YouGov Consumer Panel – Belgium

# In a nutshell ...

- Start looking for YouGov ... instead of GfK ☺

- The FMCG market is picking up again in volume thanks to a higher purchase frequency. But we are still at pre-covid level.

- The long-term battle between brands & PL shifted to a battle between private labels.

- Limited competitive switching between channels. Growth is mainly organic. In volume, Hard Discount is slightly winning.

# Thank You

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