



YouGov®

Belgium

Survival of the Fittest!



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Belgium

Welcome

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Belgium

Davy Van Raemdonck

Director Belgium & The Netherlands
Consumer Panel YouGov

Living Consumer Intelligence | business.yougov.com



Belgium

Setting the scene

Davy Van Raemdonck

Director Consumer Panel Belgium & The Netherlands

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**Yes,
indeed!
We are
YouGov !**



60+ years of consumer & shopper understanding!



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.

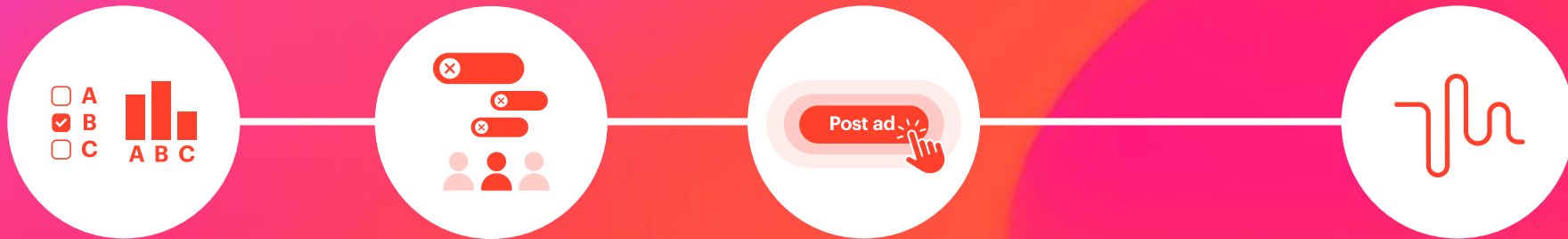


We enhance consumer and shopper insights

**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*

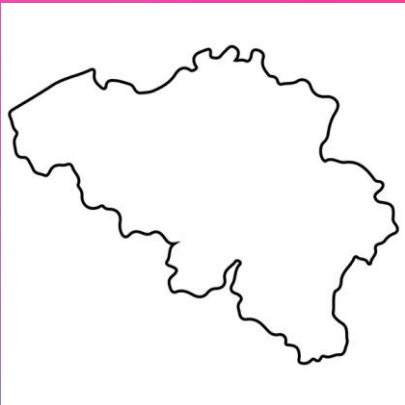


**Survival
of the
Fittest!**

A person with curly hair is wearing a VR headset and a black leather jacket. They are holding the headset with both hands. The scene is lit with vibrant neon pink and blue light, creating a futuristic atmosphere. The background is a textured, light-colored wall.

**What
does
today's
market
look
like?**

Consumer confidence in BE is struggling to get positive again



Consumer confidence in Belgium



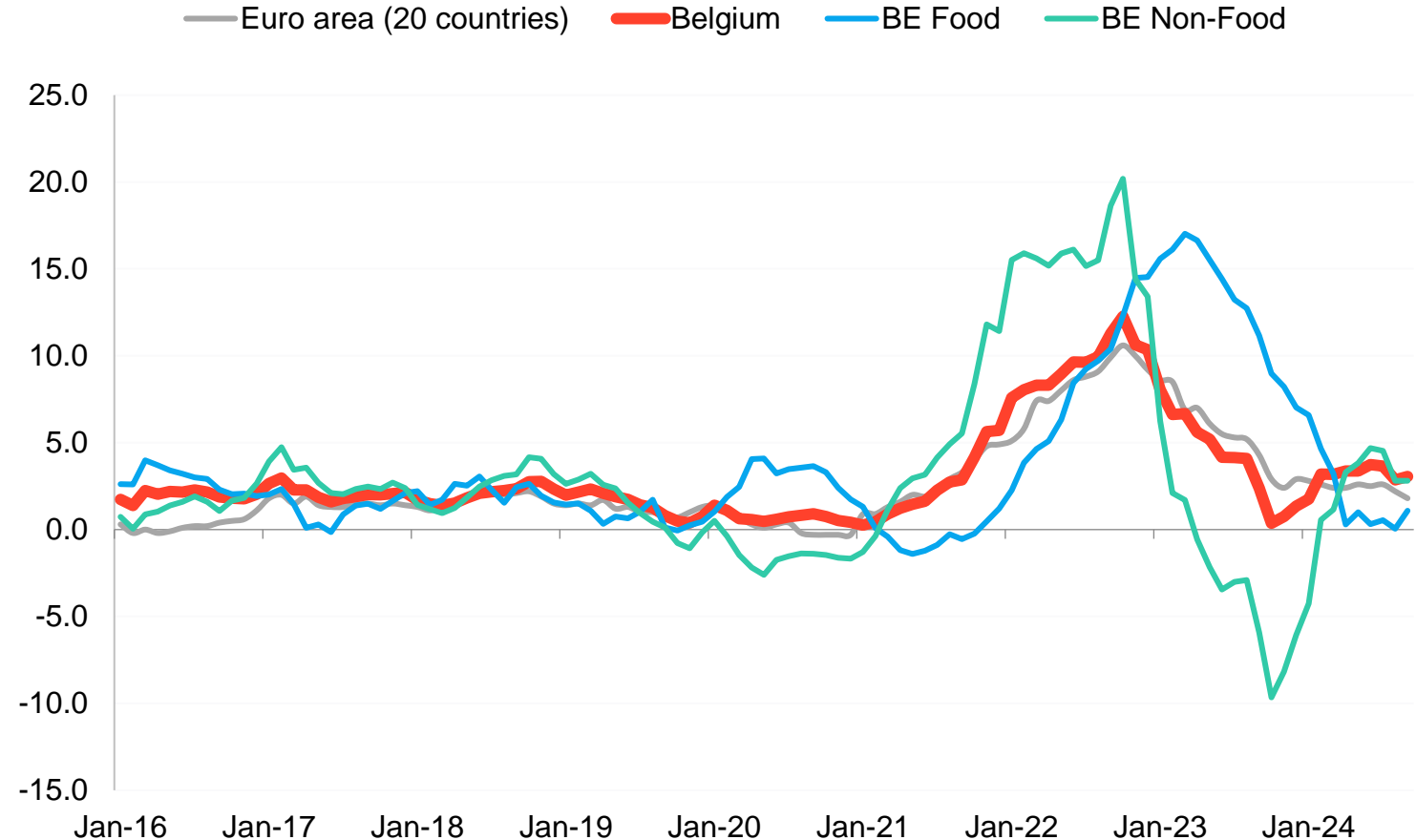
Source: National Bank of Belgium

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.

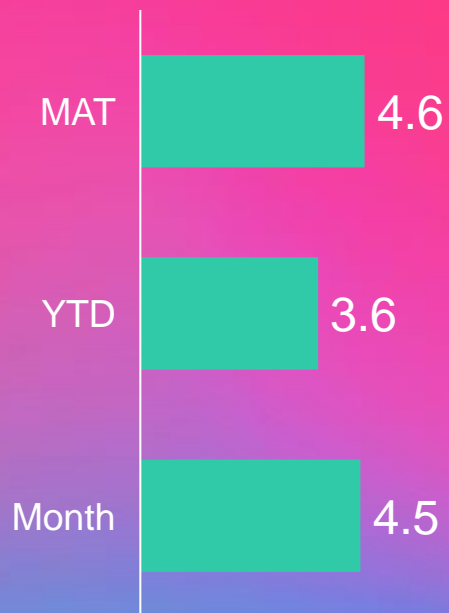
BE remains slightly above the European average.

Inflation in Belgium



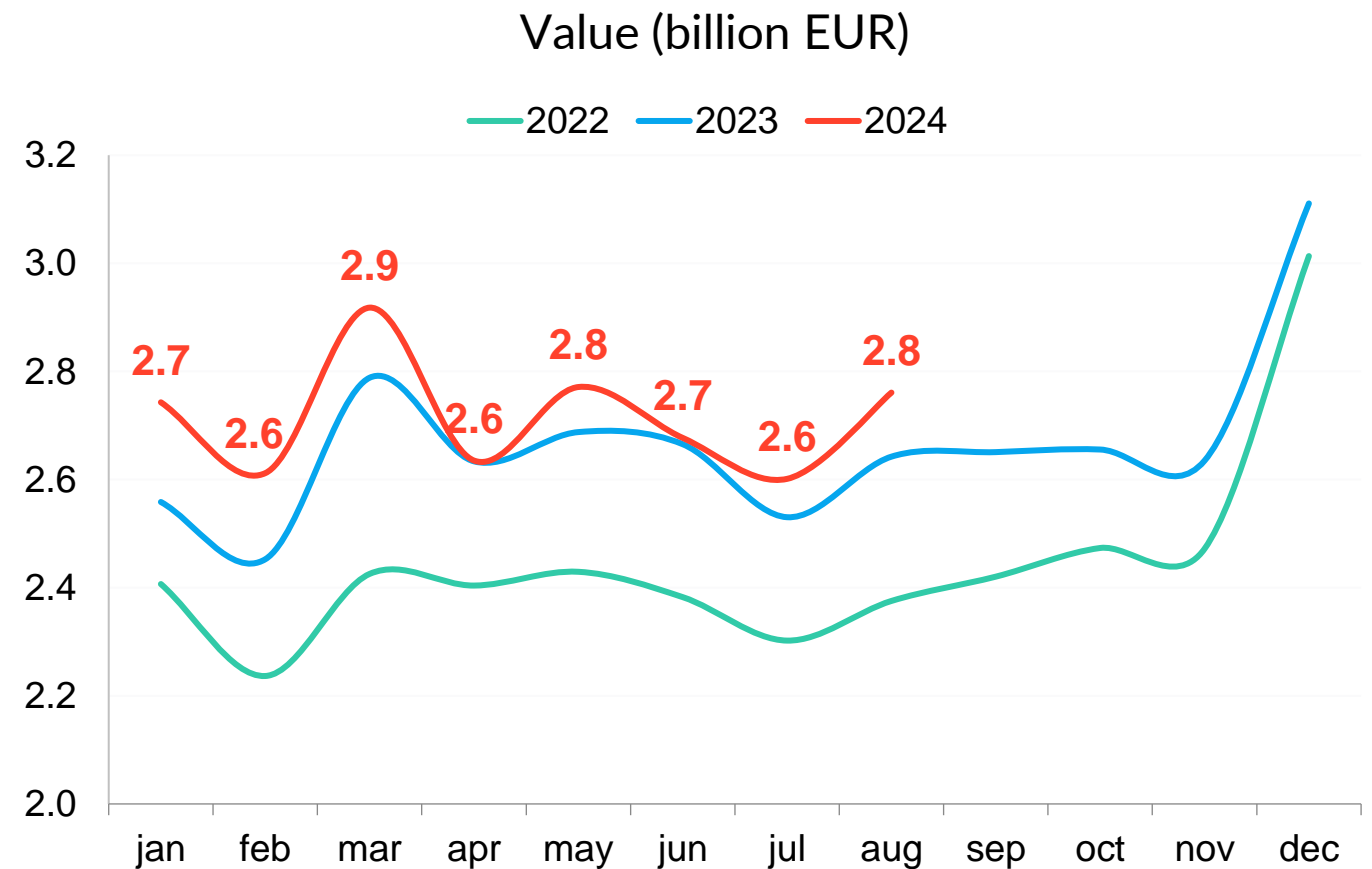
The FMCG market continues to grow!

Value growth vs year ago (%)



Source: YouGov Consumer Panel – Belgium – August 2024

Total FMCG & Fresh development in Belgium



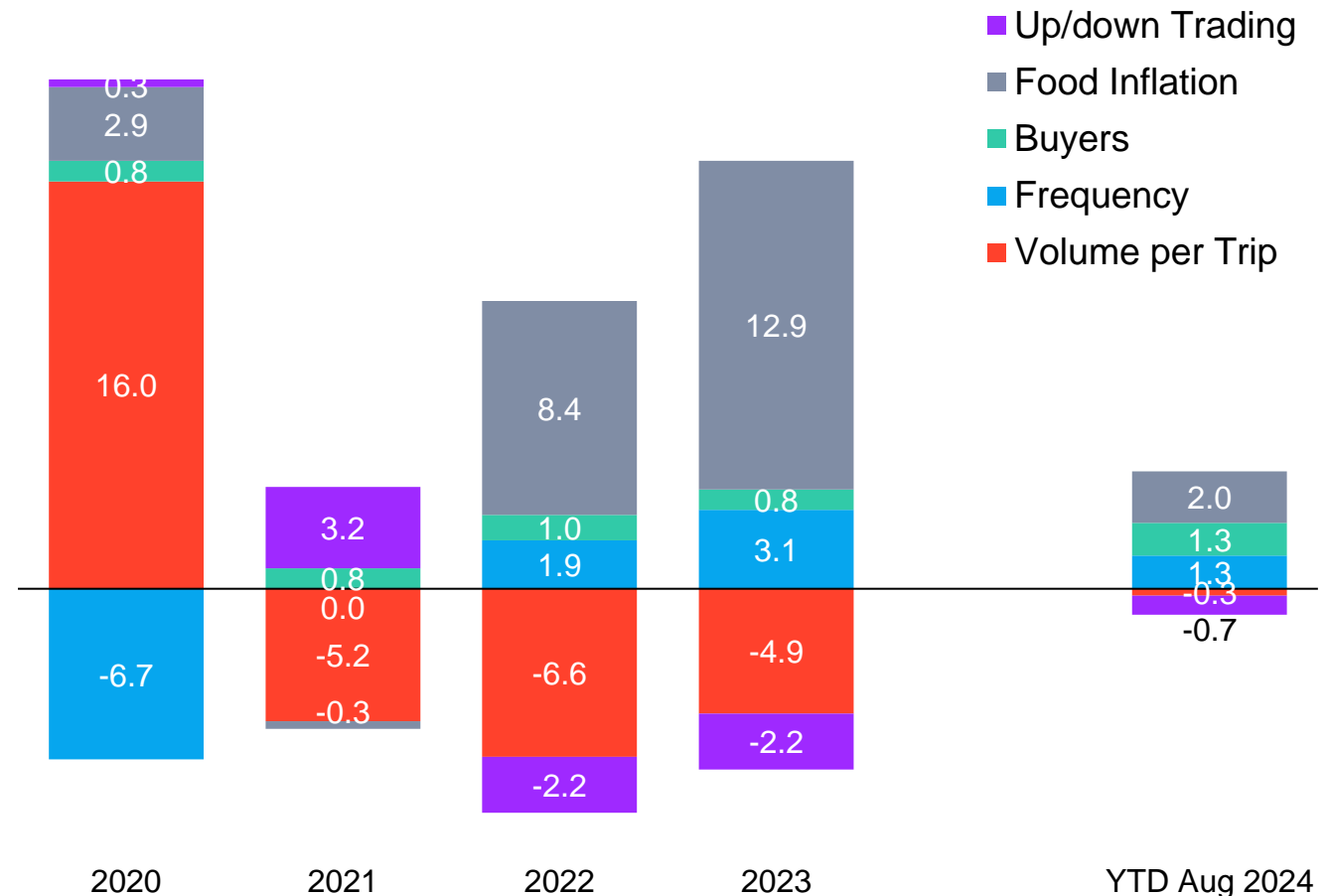
Source: YouGov Consumer Panel – Belgium

This increase in value is for more than 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

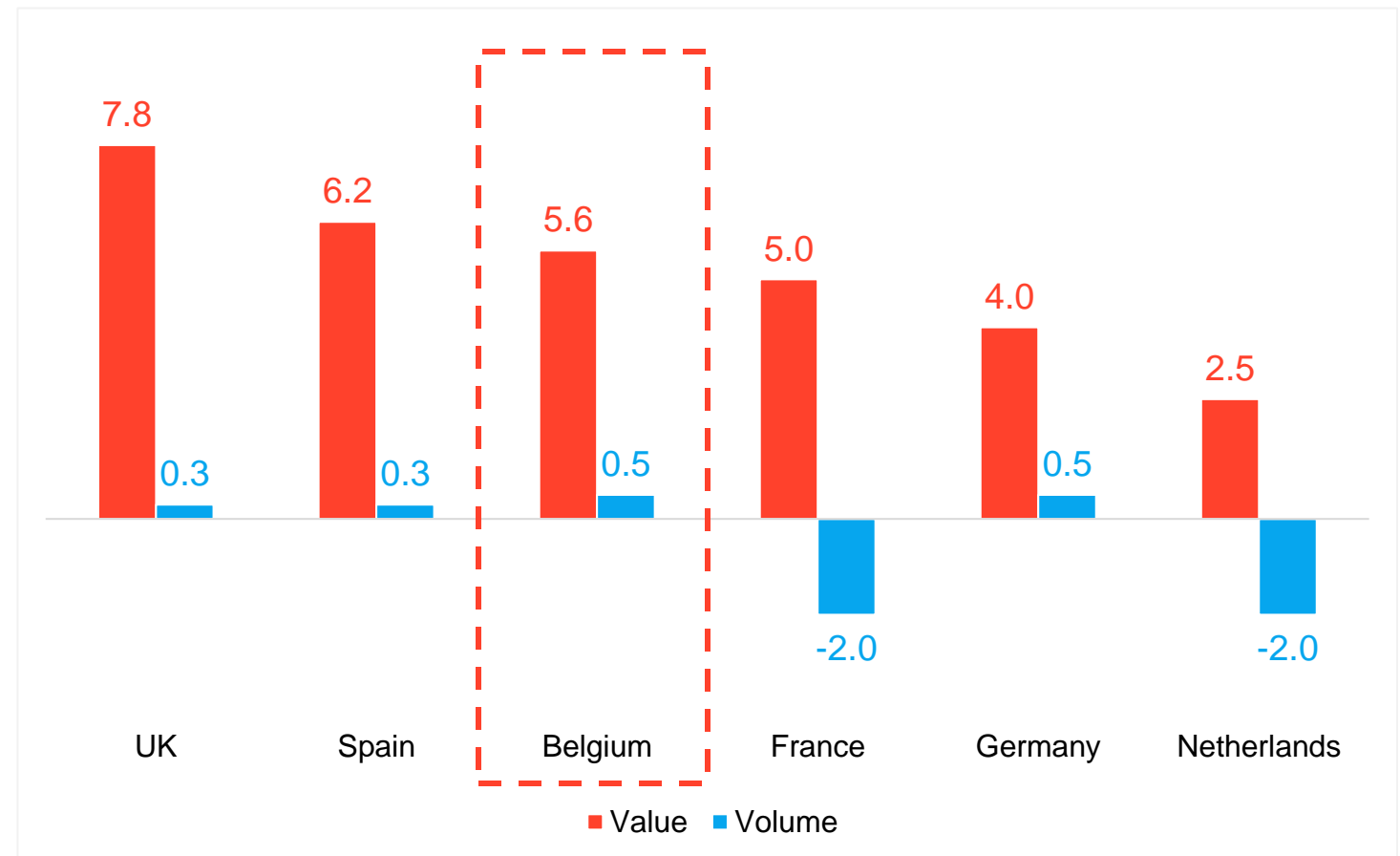


Belgium is doing good in relation to other Western European countries

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



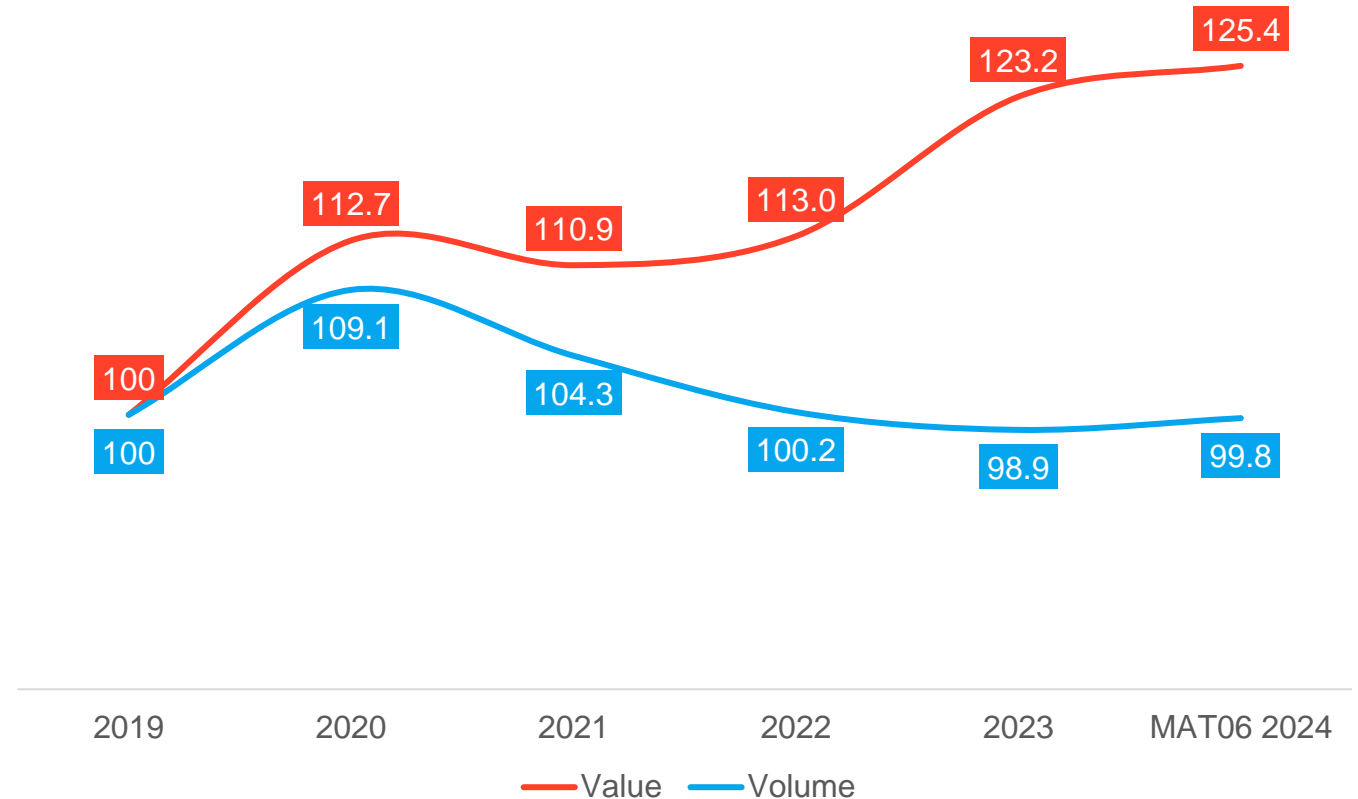
Source: Europanel & YouGov Consumer Panel – The Belgium

Total FMCG value increased with 25% since 2019

The volume level fell back to
pre-covid level

Total FMCG & Fresh development in Belgium

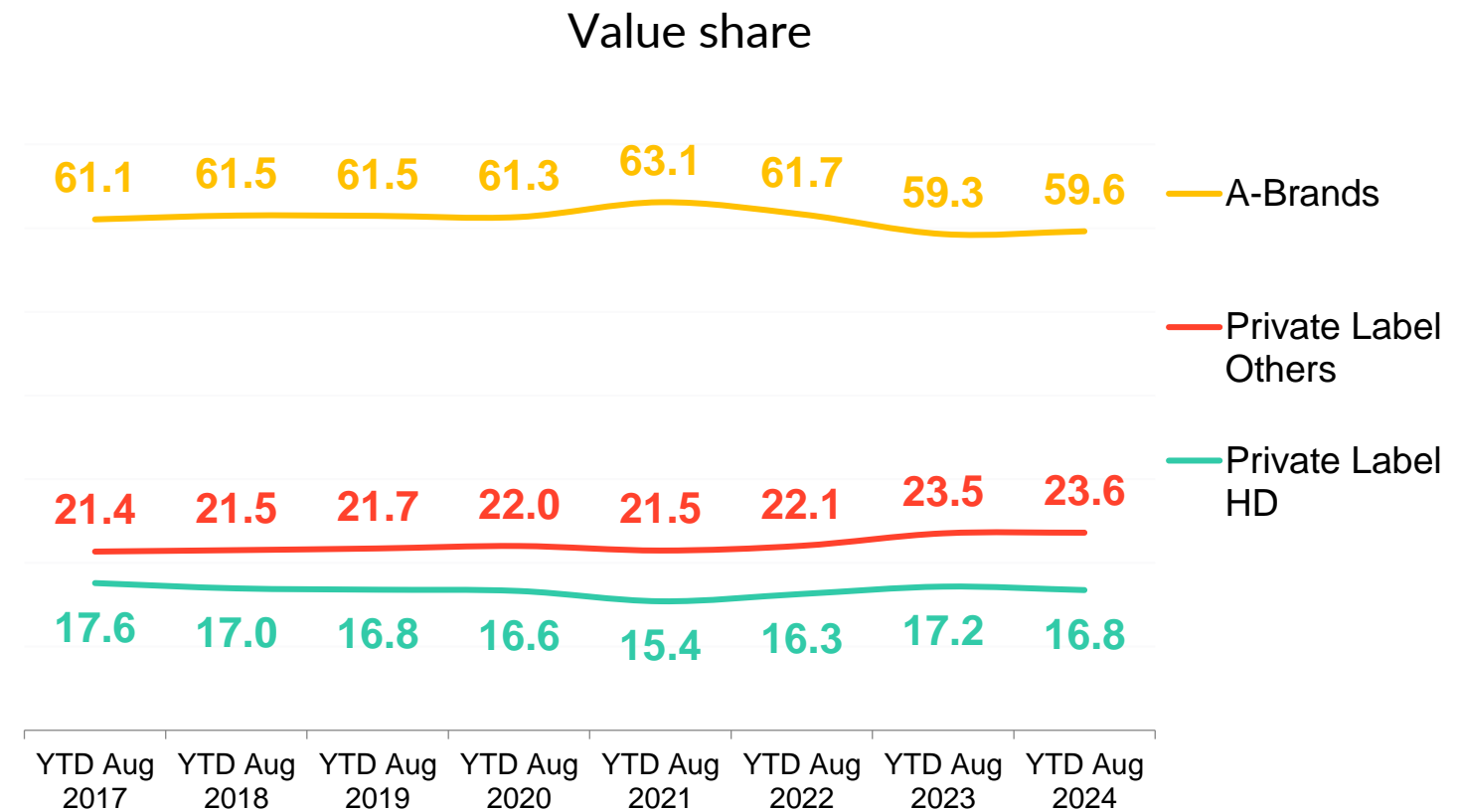
Index vs 2019



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

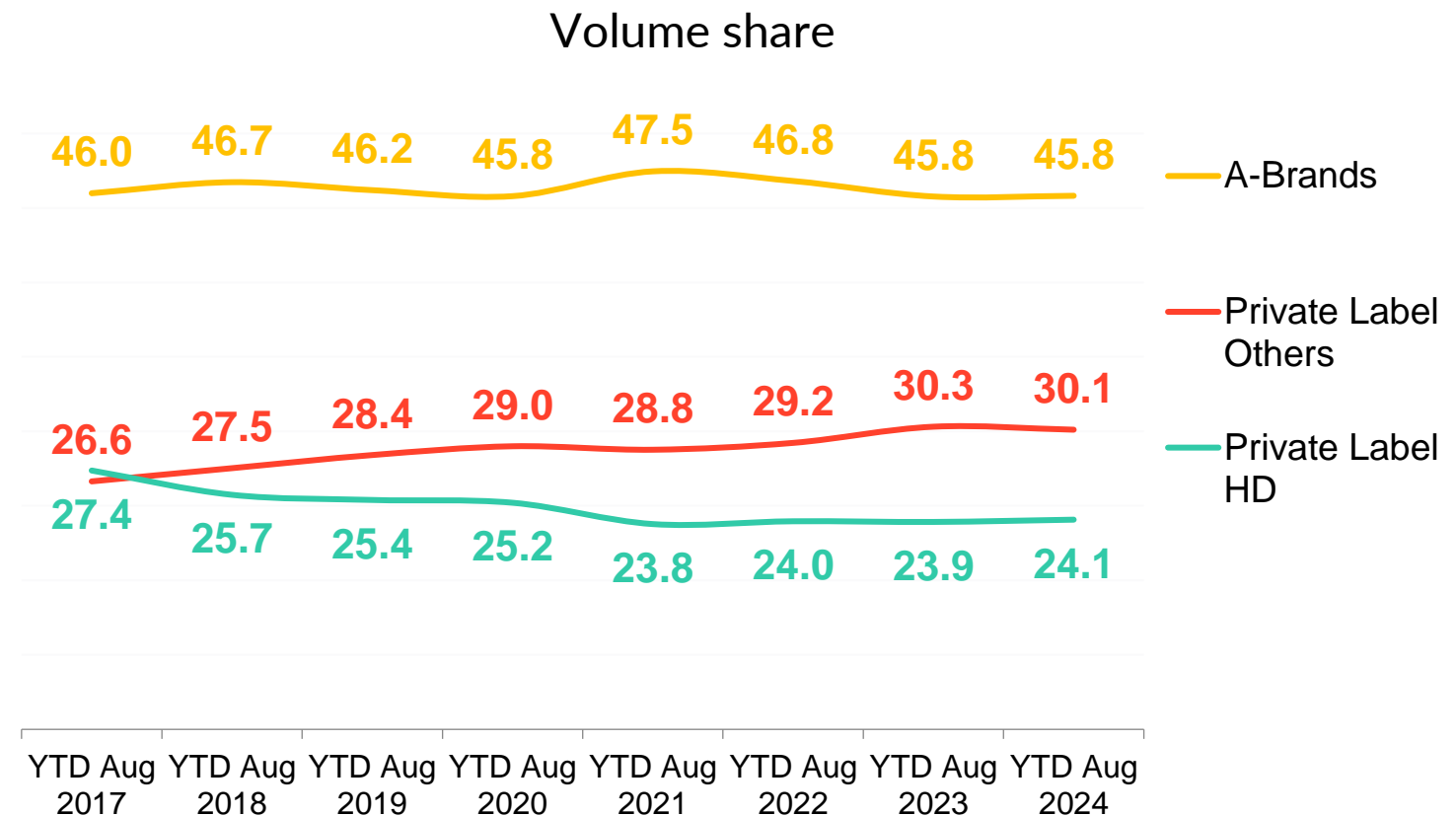
Value share development of A-brands and Private Label in Belgium for Total FMCG (excl. Fresh)



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



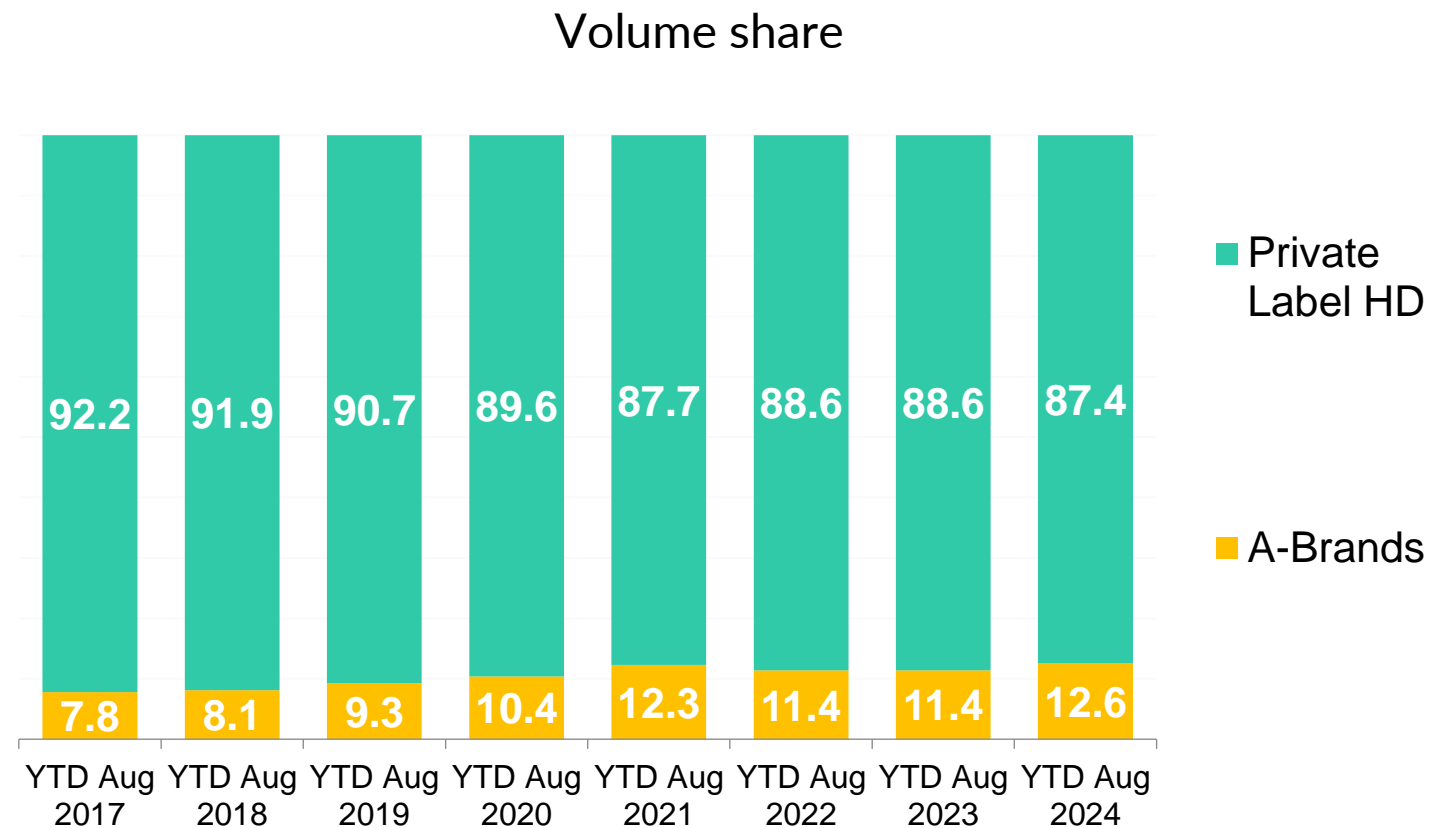
Volume share development of A-brands and Private Label in Belgium for Total FMCG (excl. Fresh)



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

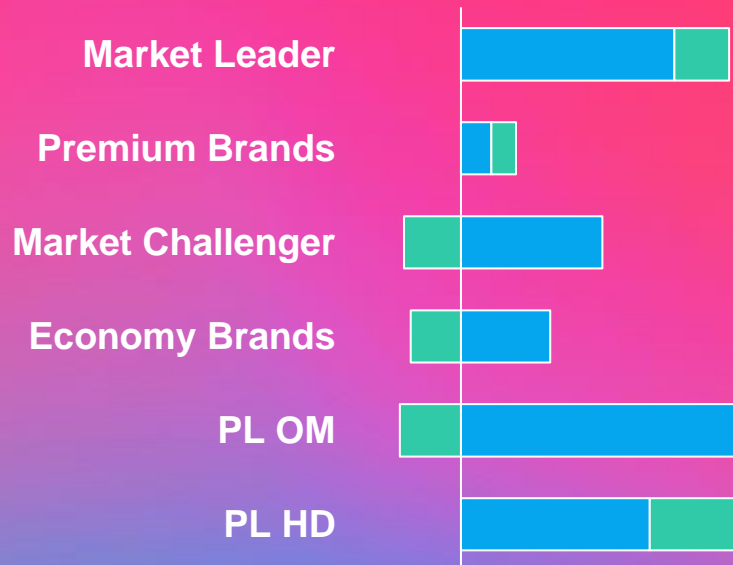
This higher share for A-brands at Hard Discount impacted the overall Private Label Hard Discount share

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



Competitive volume switching remains limited

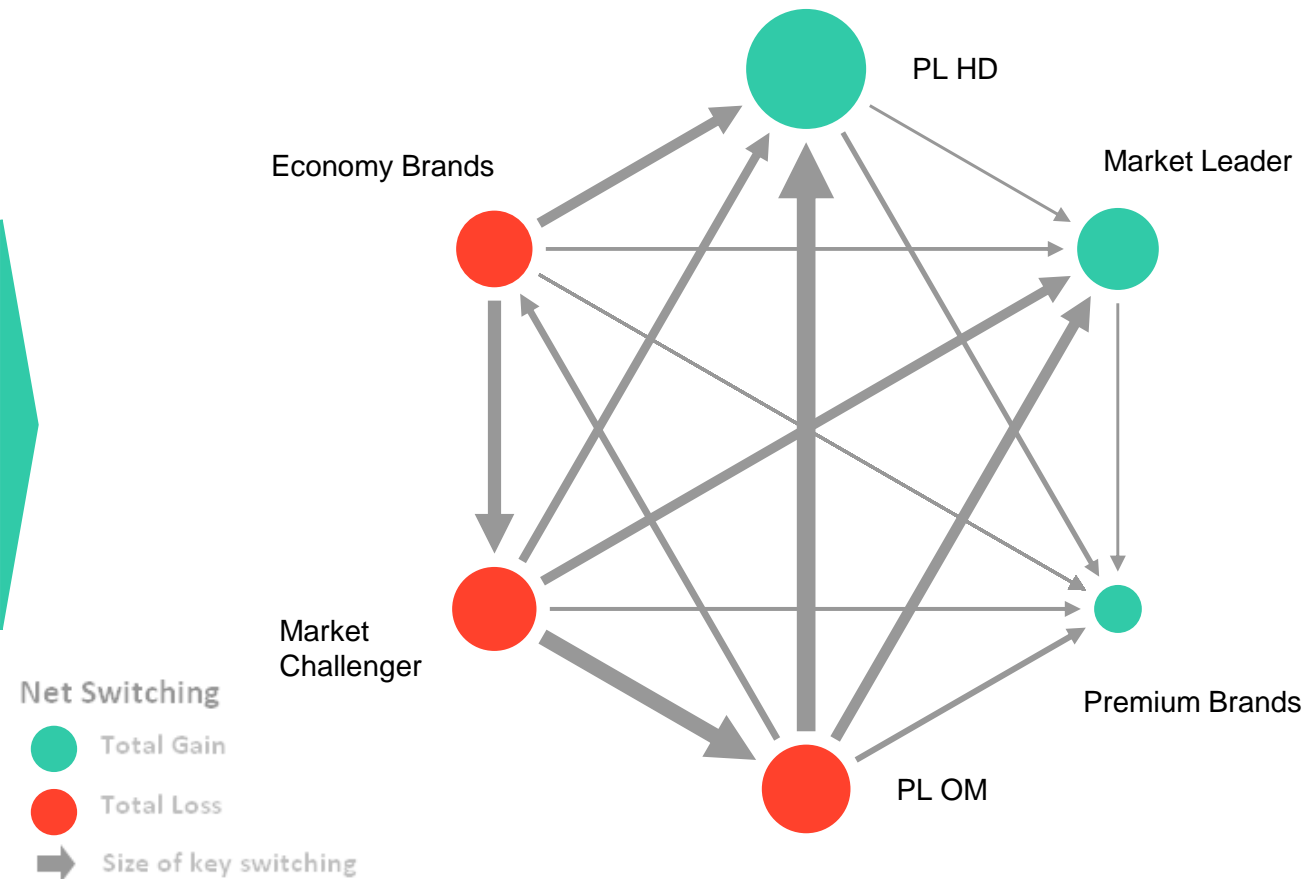
■ Organic growth / decline ■ Competitive Switching



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

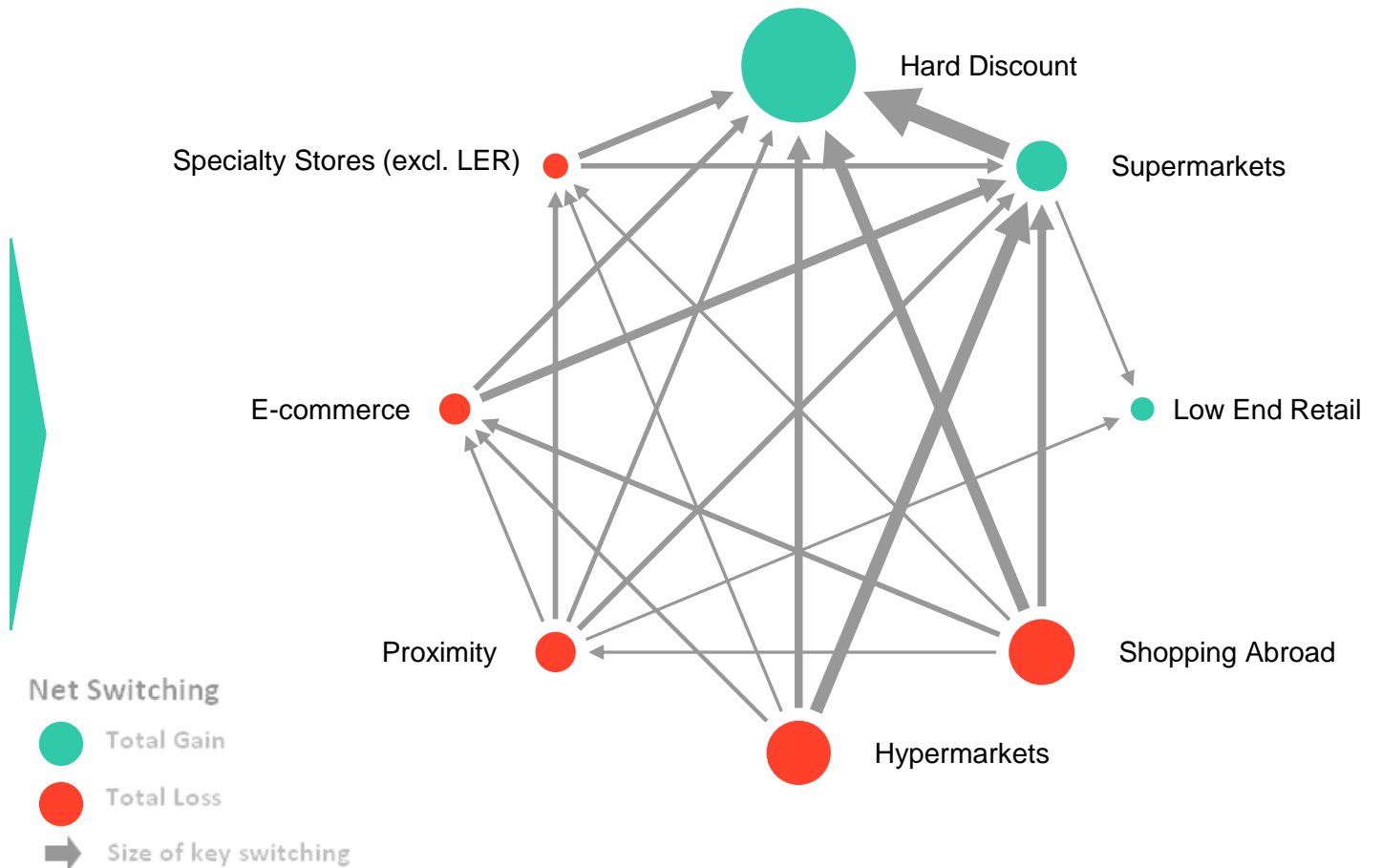
■ Organic growth / decline ■ Competitive Switching



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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