



Growth
from
Knowledge

Impact of COVID-19

on Belgium's retail market

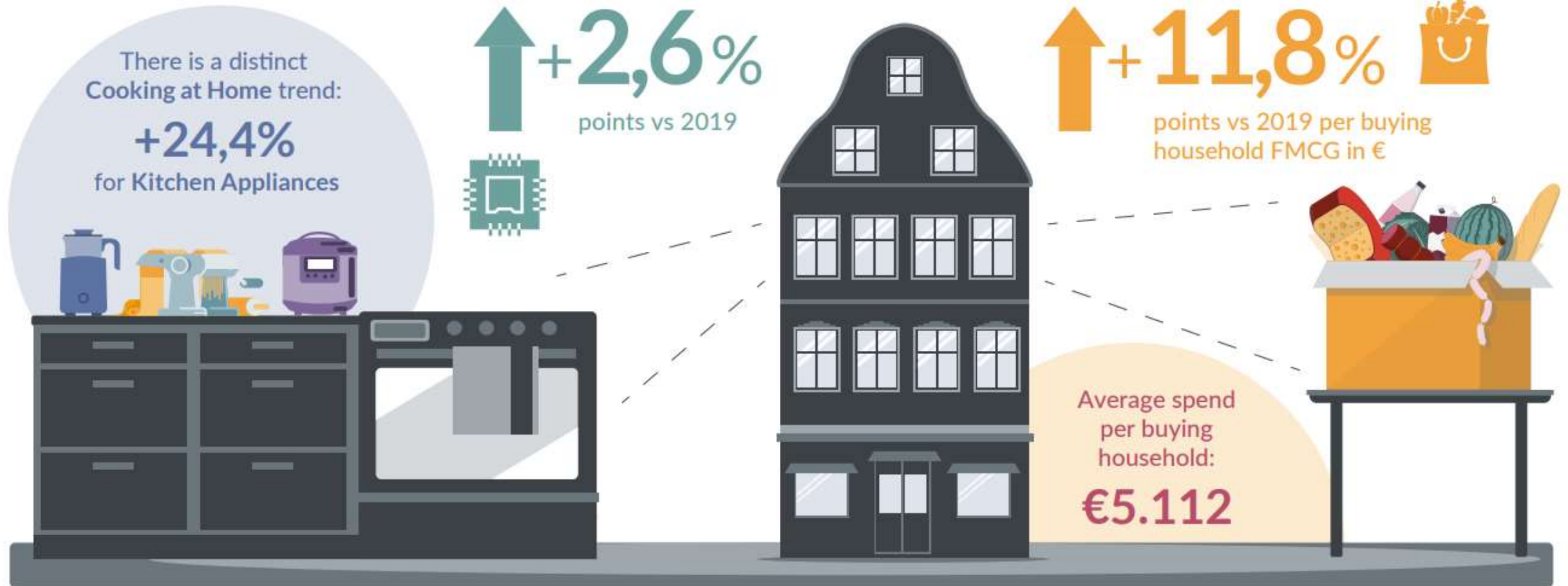
Discover how consumers' shopping habits are changing as a result of the Coronavirus pandemic

Growth in total FMCG and Non-Food market



Despite COVID-19 measures, the **TCG** (Technical Consumer Goods) market saw slightly higher growth than 2019

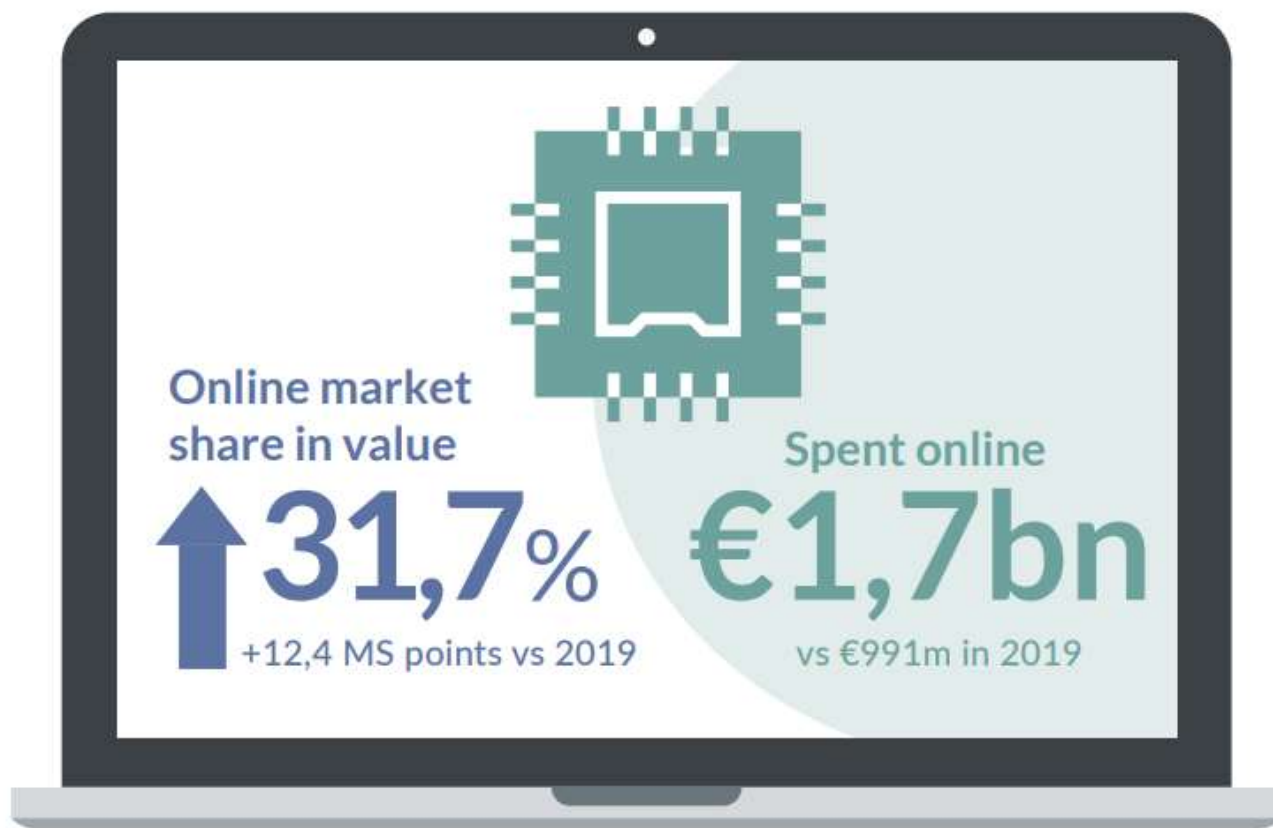
Belgian households spent more on **In Home consumption in FMCG** (Fast Moving Consumer Goods)



Online wins market share (€)



Consumer demand for **TCG** shifted to **e-commerce** as lockdown measures resulted in traditional store closures



Biggest growth for FMCG market share was **also online** as buying behavior adapted



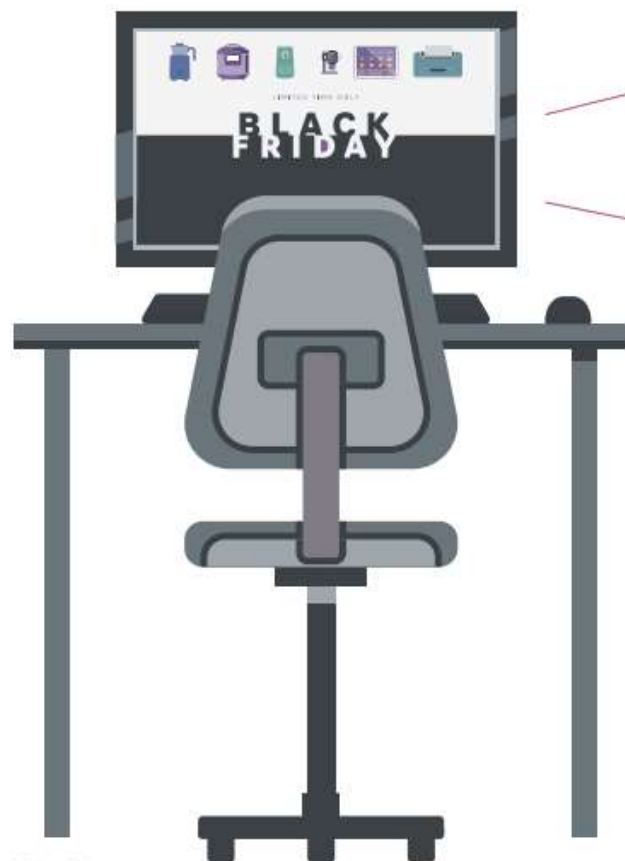
Source: Point-of-Sales tracking – GfK Retail Panel Belgium – Monthly Panel Market YTD Nov 2020 vs YTD Nov 2019

Source: GfK Consumer Panel 2020 vs 2019 (N = Bruto 5000)* – YTD Nov 2020

November 2020 – A month like never seen before



Even though physical stores were closed, **Black Friday TCG** sales only experienced a **limited decrease**



New anti-COVID measures brought the **highest online value market share ever in FMCG**



410k private
households were
shopping online



Source: Point-of-Sales tracking – GfK Retail Panel Belgium – Weekly Leaderpanel W48 2020 vs W48 2019

Source: GfK Consumer Panel 2020 vs 2019 (N = Bruto 5000)*

Belgian consumers invest in cooking appliances and buy more FMCG products online



Top 5 Kitchen Appliances (growth in sales value)



Bread makers

+106,0%



Barbecues

+48,2%



Milk frothers

+41,3%



Food preparation

+36,4%



Kitchen scales

+35,8%

Older generation shifts to purchasing FMCG online



Large growth visible in households of 40+ years that were shopping online during the 2nd COVID-19 wave (Sep–Nov 2020 vs 2019)



The insights from this infographic come from a range of GfK products, all of which can help you power your business strategies and tactical decisions.

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*Bruto 5000 Belgian private households – Being representative for the Belgian private household population