



# HW Dairy Products and Alternatives in Belgium

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dairy-free alternatives and high protein dairy products drive growth, while parents also seek organic for their offspring  
Low fat is the largest category in health and wellness dairy products and alternatives in 2022, while EU legislation limits trans fats  
Digestive health gaining importance within health and wellness dairy products and alternatives in 2022

#### PROSPECTS AND OPPORTUNITIES

High protein dairy products enjoy considerable potential in health and wellness dairy products and alternatives over the forecast period  
Vegan and plant-based products show the most promise in health and wellness dairy products and alternatives during the forecast period  
Increased forecast period uptake of keto during the forecast period

#### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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### Health and Wellness in Belgium - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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