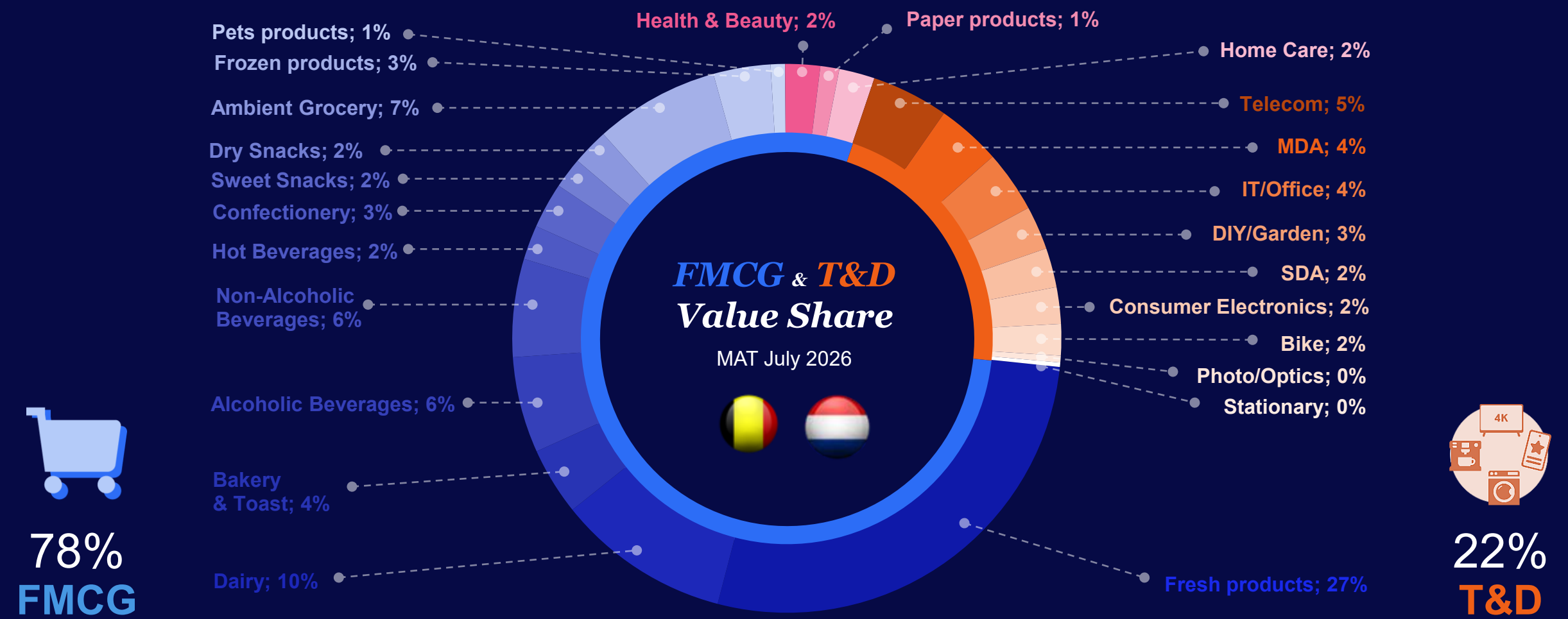


Understanding Today's Consumer Reality

Stéphanie Baaklini, Danny van den Burg
Commercial Directors NIQ BE & NL

With its essential nature and high turnover, FMCG takes a bigger bite of the market

78% for FMCG vs 22% Tech and Durables (T&D)

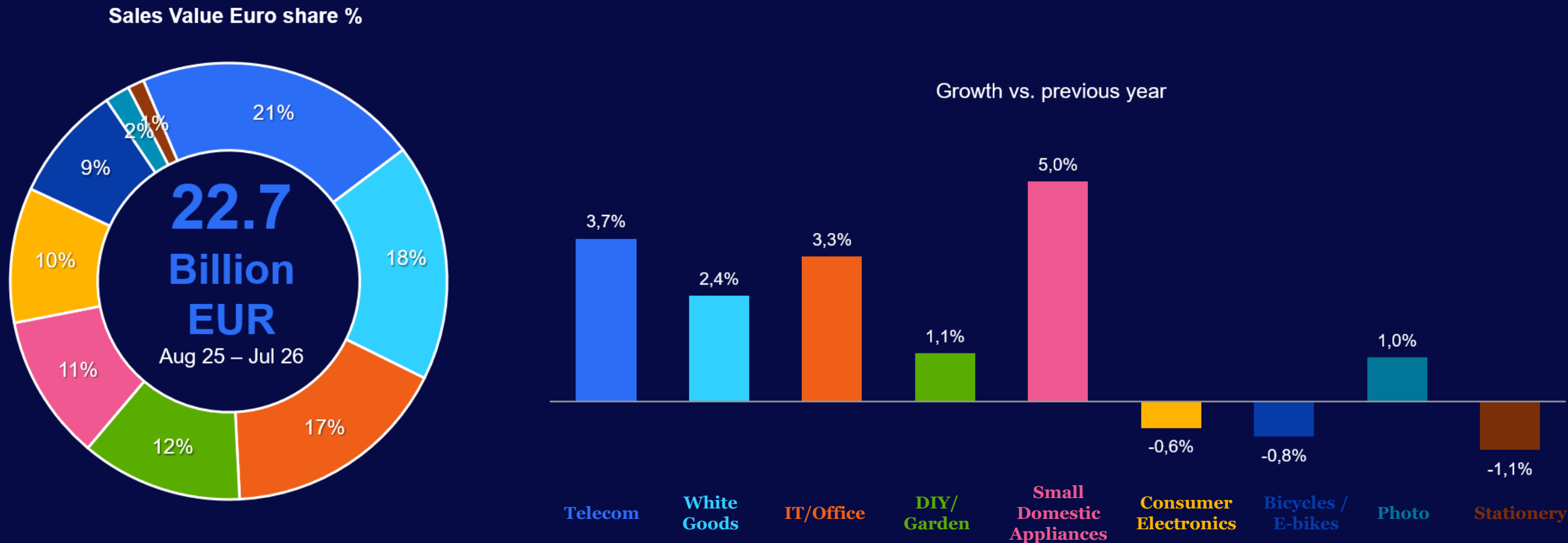


Source: NIQ RMS Scantrack & Market Intelligence Panelmarket | Belgium & Netherlands | FMCG excl. Tobacco

Benelux Total T&D value growth at +2,3%

Small Domestic Appliances, Telecom, IT/Office top 3 performing sectors

BE / NL | Total market | Aug 25 - Jul 26



Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket

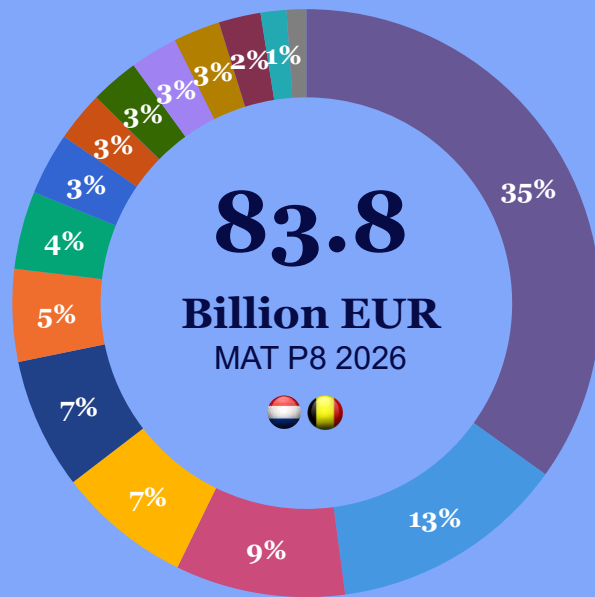
Consumers are buying more selectively

Top 5 **categories** in % value growth | YTD July 2026 BE / NL

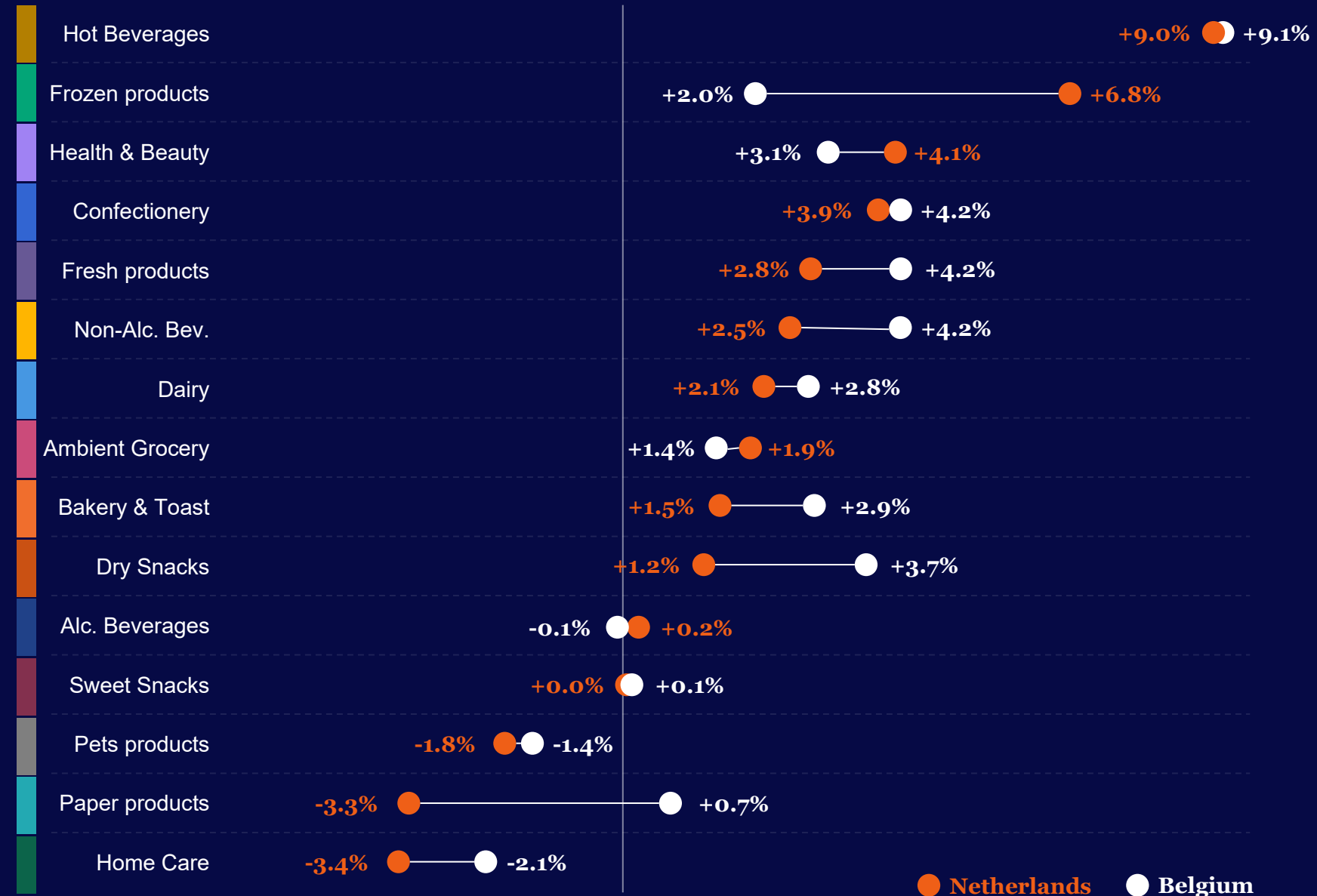
- ELECTRIC FANS +90%
- AIR CONDITIONERS +55%
- VIDEO PROJECTORS +39%
- REFURBISHED SMARTPHONES +35%
- POWERED LAWN MOWERS +33%



Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket



Insight Summit
2026



Source: NIQ RMS Scantrack | Belgium & Netherlands

FMCG growing categories driven by consumer trends: health, convenience & indulgence

And yes, alcoholic hard drinks also relate to health (low calories...)

BE / NL | Top 5 Growing FMCG Categories in % Value Chg. | YTD July 2026



Source: NIQ RMS Scantrack | Belgium & Netherlands

What about Brands?

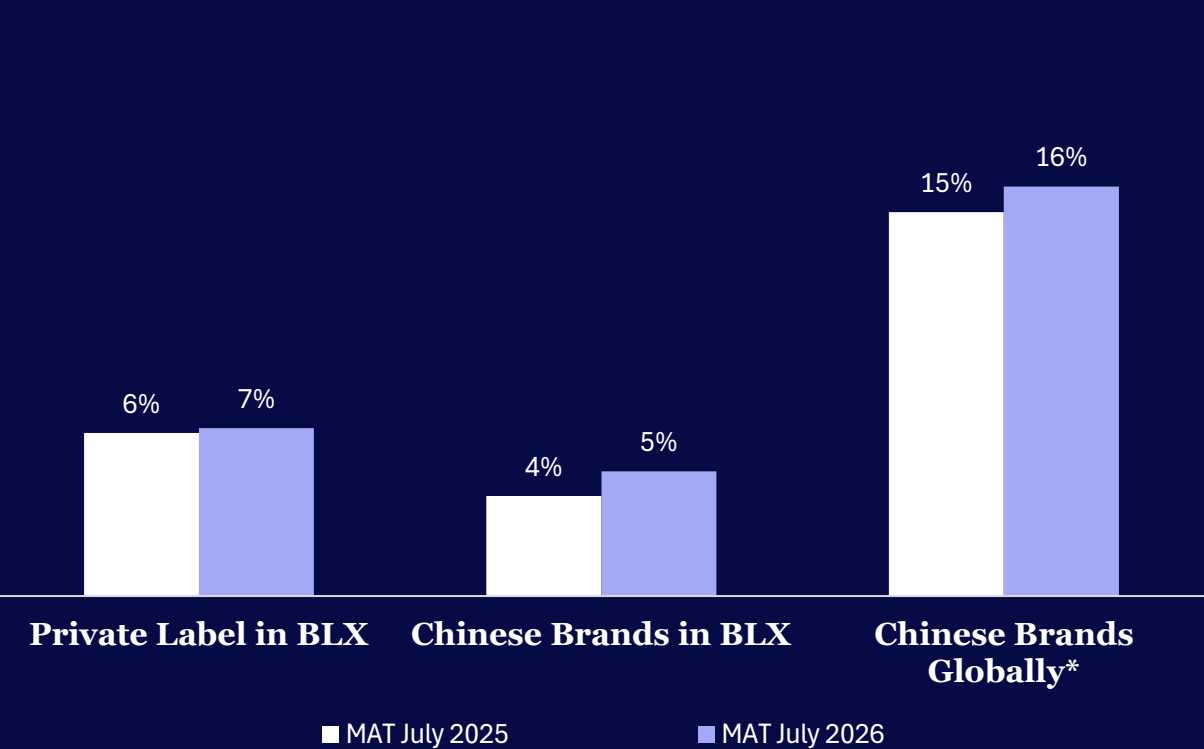


Private Label & Chinese T&D brands in Benelux

Chinese brands reach 5% value share, while Private Labels are at 7%

T&D Brands Total

BE / NL – MAT July 2026 vs. MAT-1

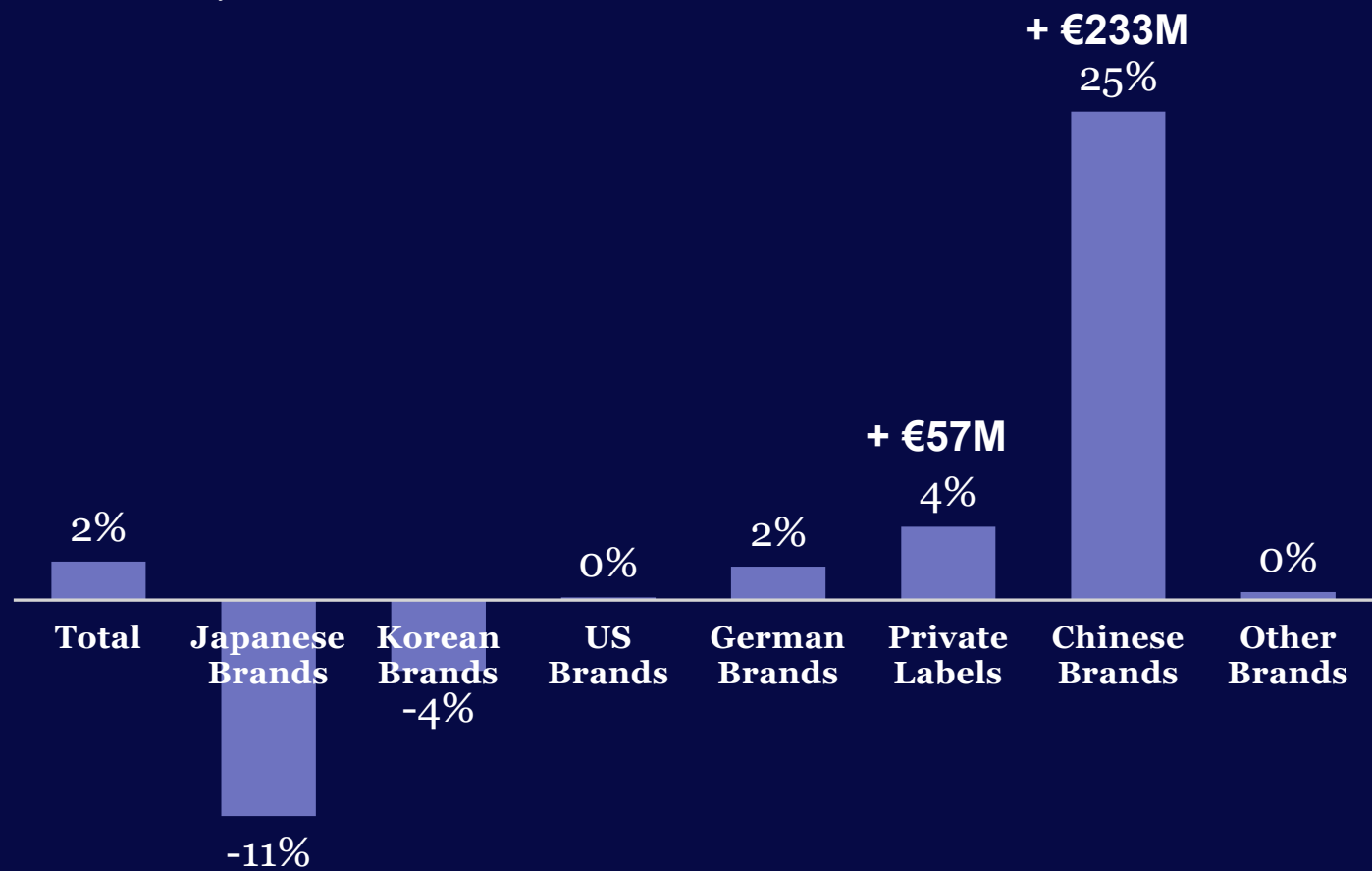


Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket
* excluding North America, Russia, China

Private Label & Chinese T&D brands fastest growth engine in Benelux

Chinese brands grow 25% compared to last year

T&D Brands Total Value Chg. vs MAT-1
BE / NL – MAT July 2026 vs. MAT-1



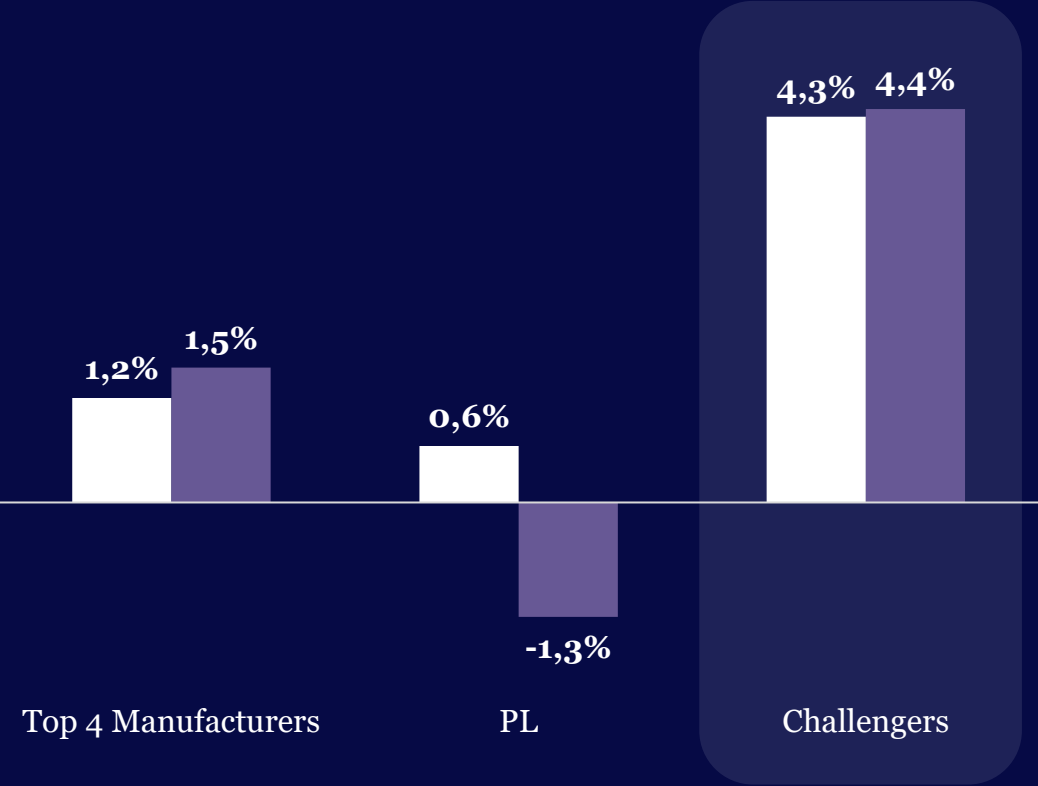
Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket

Challengers are driving the value growth

Across both BE and NL FMCG over the last 2 years

FMCG % Value Growth

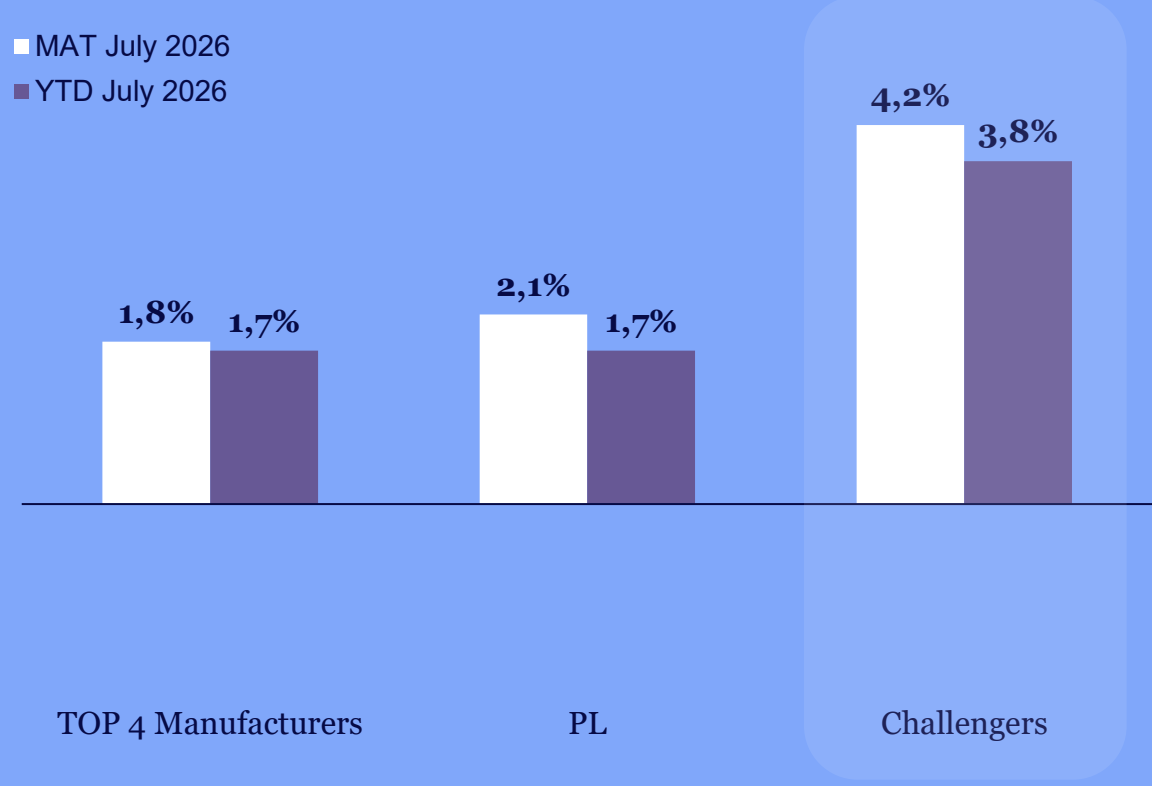
NL - MAT / YTD July 2026 vs. MAT / YTD July 2025



Top 4 Manufacturers defined as 4 best-selling manufacturers by super category. All other branded defined as 'Challengers'
Source: NIQ RMS Scantrack | Belgium & Netherlands

FMCG % Value Growth

BE - MAT / YTD July 2026 vs. MAT / YTD July 2025



What about Promo?

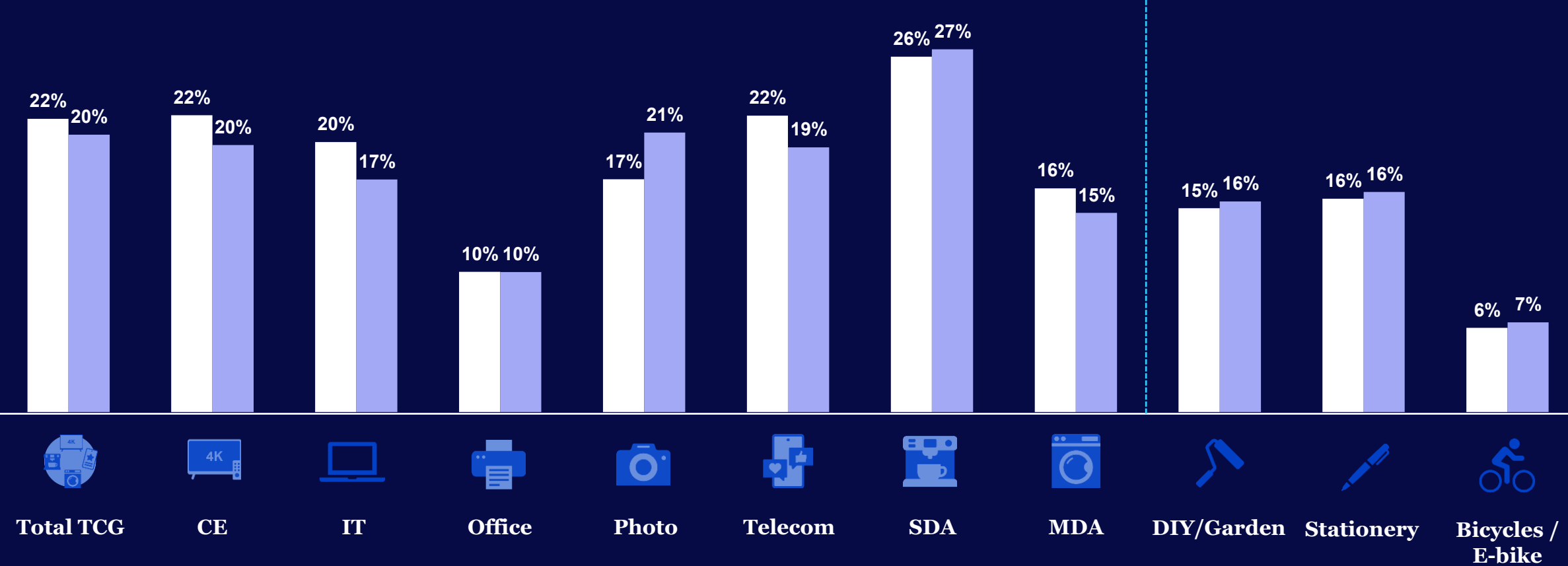
1 out of 5 products sold with a minimum price discount of 10%

SDA products with highest promotional share

% of Sales Units on Promo (>=10%)

BE / NL – T&D – Panelmarket – MAT July 2026 vs. MAT-1

■ MAT(Jul) 2025 ■ MAT(Jul) 2026

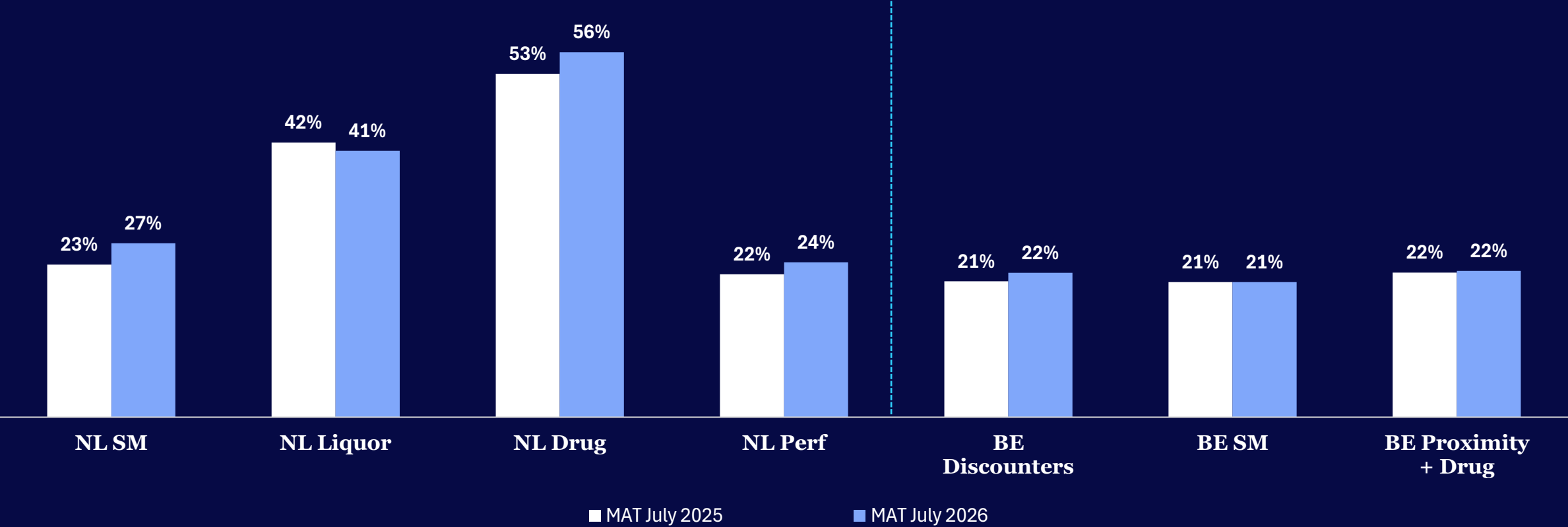


Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket

In-store FMCG promo developments in Benelux

Promo pressure is significantly increasing in 2026 in NL

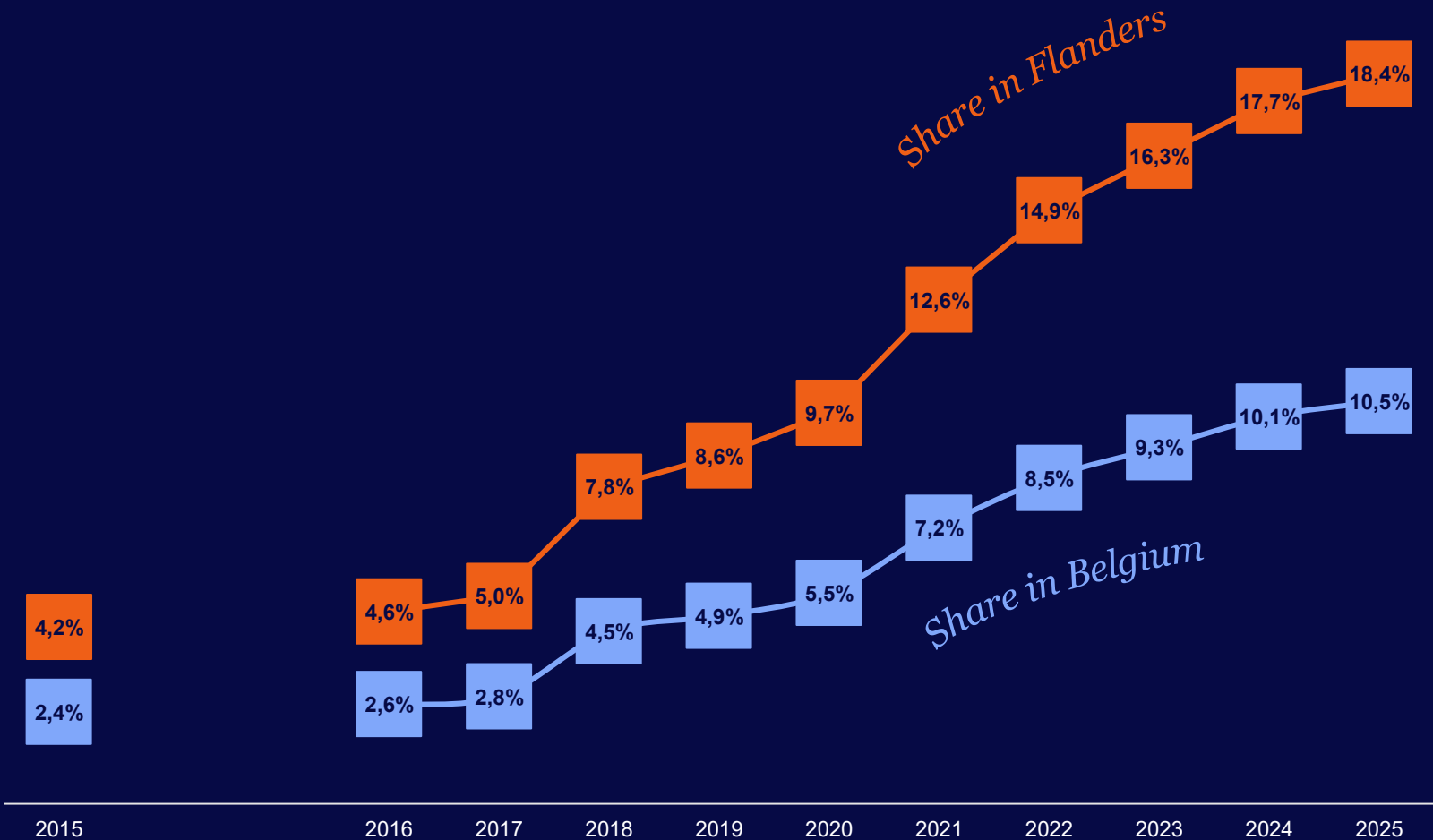
FMCG % Value sold with promo conditions
BE / NL – MAT July 2026 vs. MAT-1



Source: NIQ RMS Scantrack | Belgium & Netherlands | FMCG excl. Tobacco

*Dutch retailers
are conquering
Belgium year
after year*

Dutch Retailers Value Share
Belgium – Total FMCG – Yearly



Source: NIQ Belgium RMS Scantrack

E-Commerce

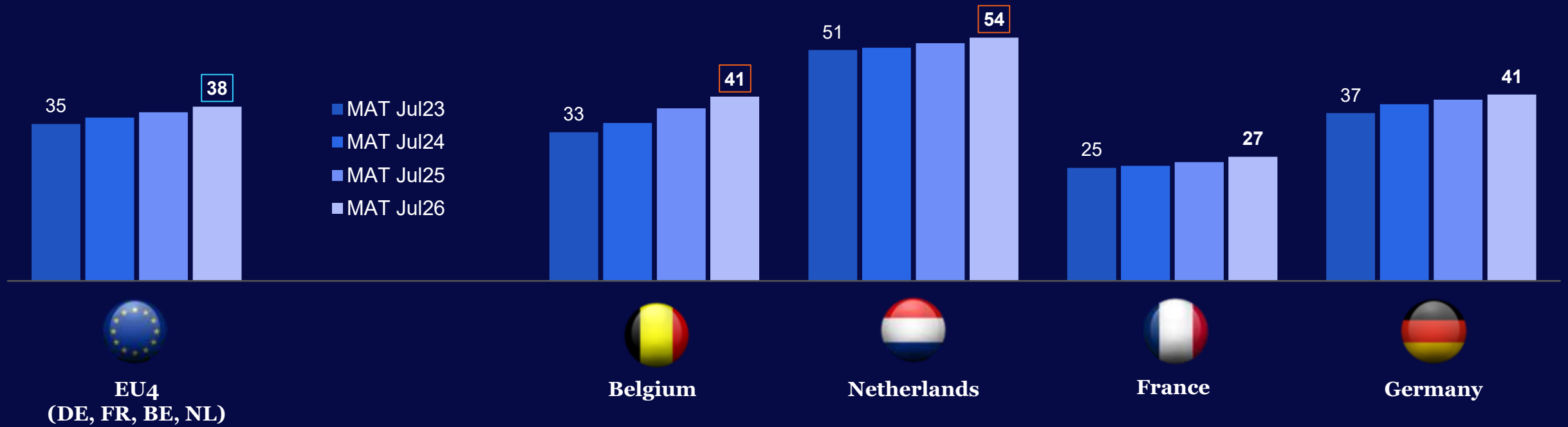
Growing role of AI in (online) purchase decisions



Online for T&D are as important as the purchase channel... and within the journey

Online channels account for 38% of total TCG sales across EU4.

EU4 Technical Consumer Goods | Online Sales Value Share (EUR)

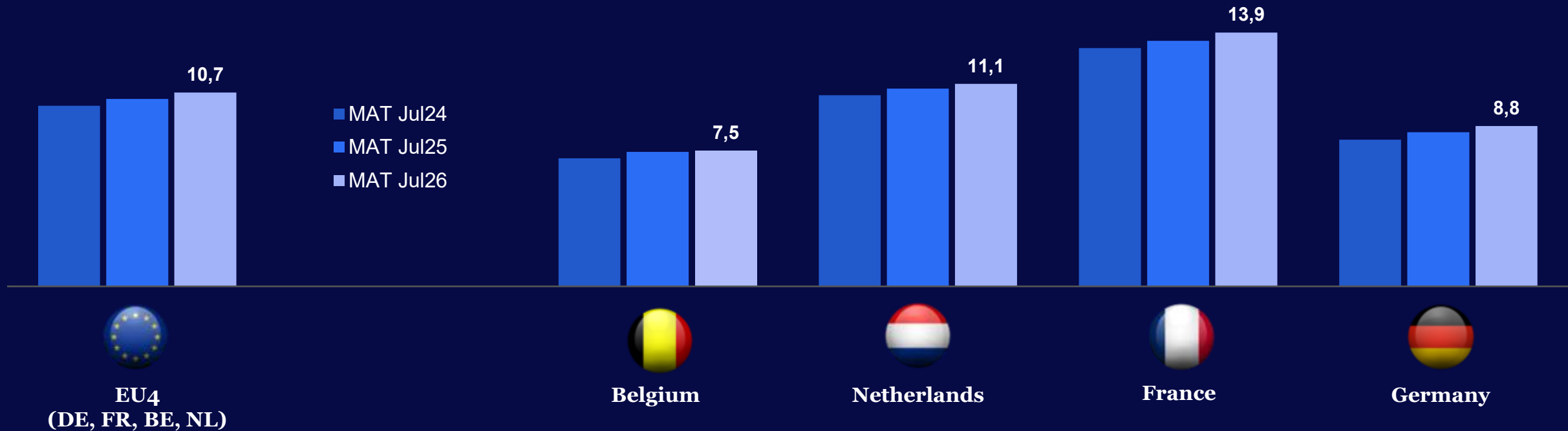


Source: NIQ Market Intelligence | EU4 | Panelmarket | Technical Consumer Goods - Comparable Product Groups across countries

Online for FMCG categories keeps growing but growth is slowing down a bit in BE & NL

Online channels account for almost 11% of total FMCG sales across EU4.

EU4 FMCG | Online Sales Value Share (EUR)

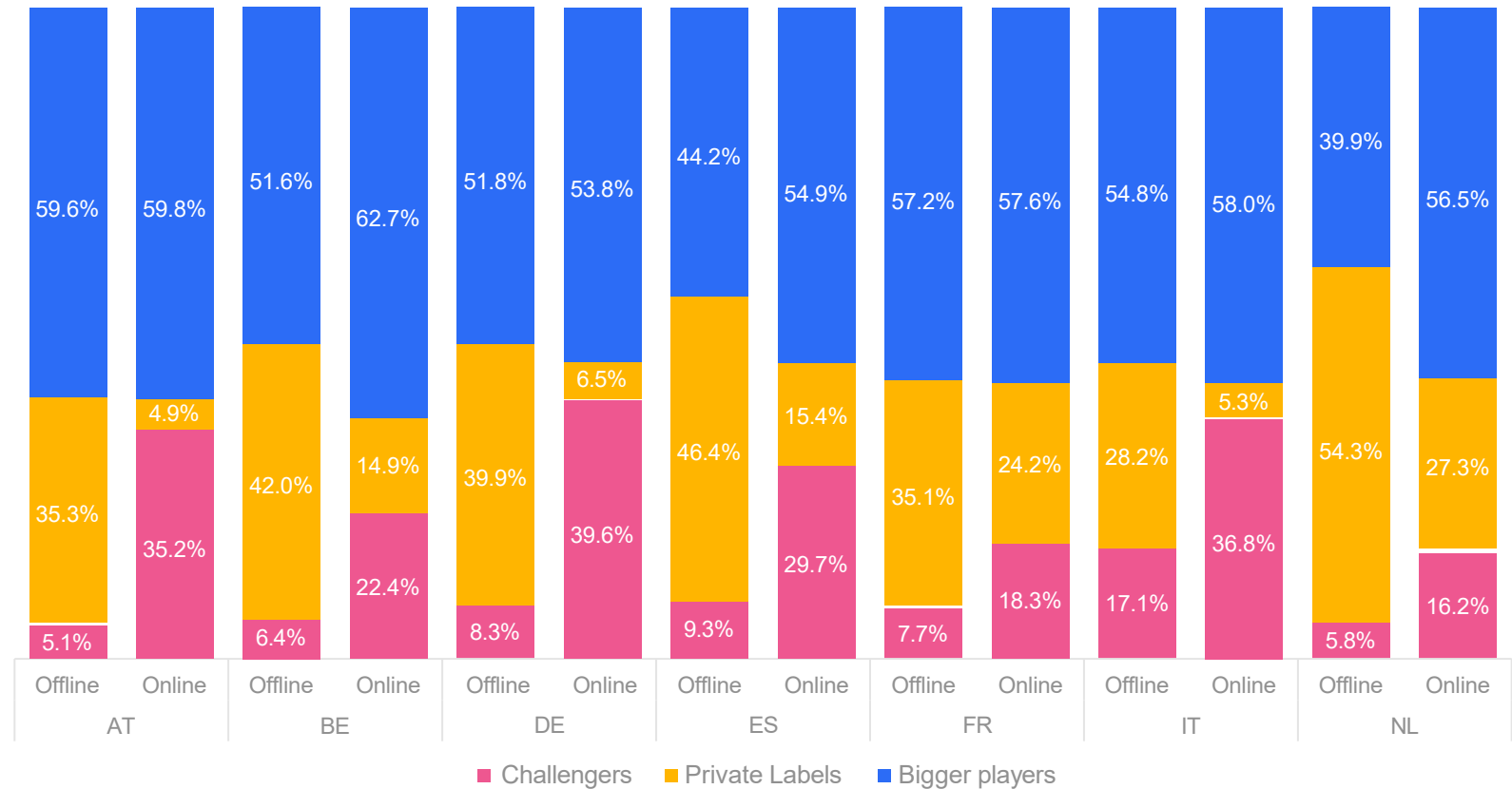


Source: NIQ RMS Scantrack / Omnisales | EU4

Ecommerce is a primary competitive front for challengers

With fewer entry barriers, Ecommerce offers better opportunities for challengers that are up to 7x bigger online vs offline

West Europe | %Value share



Source: NIQ Omnisaies – EU 7 (AT, BE, DE, ES,FR,IT,NL) - MAT 2026 P1

Note: Challengers = Manufacturers in each country and industry with less than 0.035% of value share in MAT TY



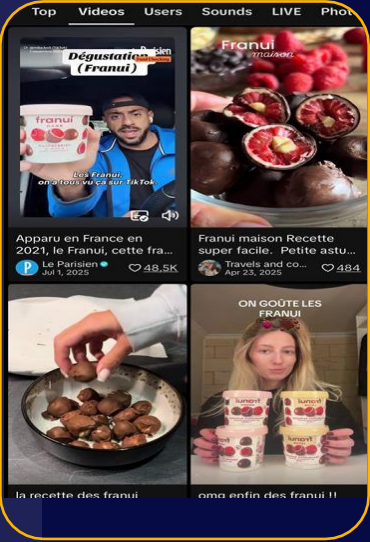
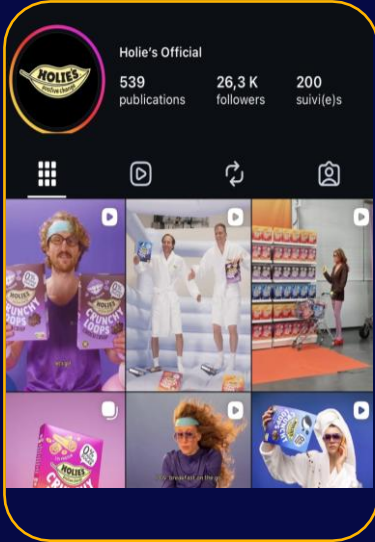
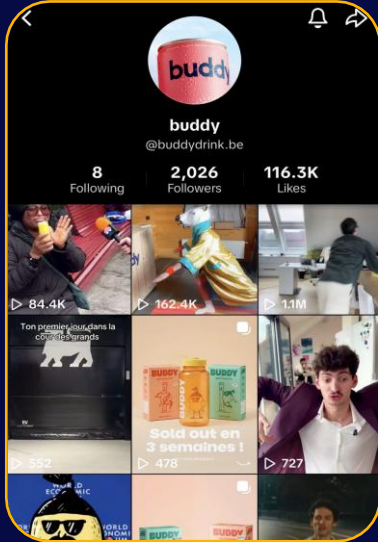
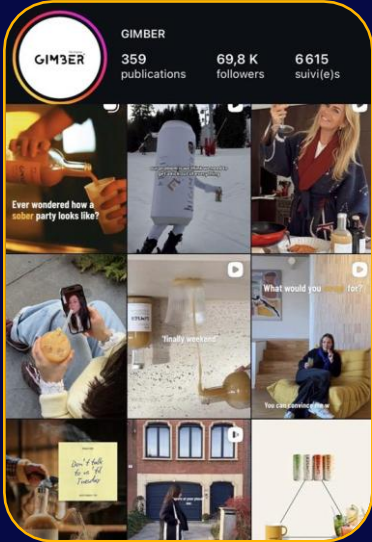
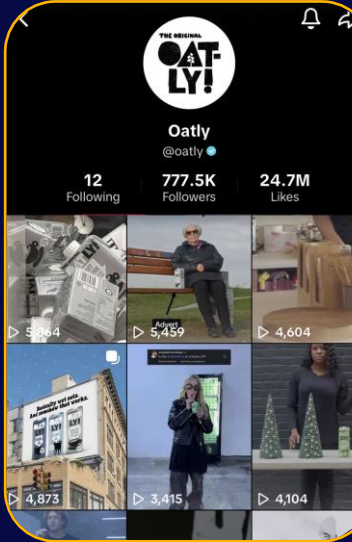
NIQ Omnisaies offers seamless, integrated coverage of the total market—online and offline.

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Most small Brands drive demand by social media, video's and influencers

Communicating via social media is important to reach youngsters

						
VS.	Frozen Fruits	Dog Wet Single Serve	Muesli/ Crunchy Muesli	Energy Drinks	Non-Alcoholic Aperitif/Coktails	Plantbased Milks
Trend	Trendy	Fresh Premium	No Sugar Protein	Energy Drink	Non-Alc. Beverage	Health Vegan
Share	New	13.9% (+6.5pp.)	5.9% (+1.7pp.)	0.2% (+0.1pp.)	18.8% (+0.0pp.)	16.3% (+4.6pp.)
Price (EQ) Index	670	246	141	232	363	141
Total Belgium FY 2025 (vs. YA)						

The shopper journey behind the scenes

Same purchase. Very different infrastructure.

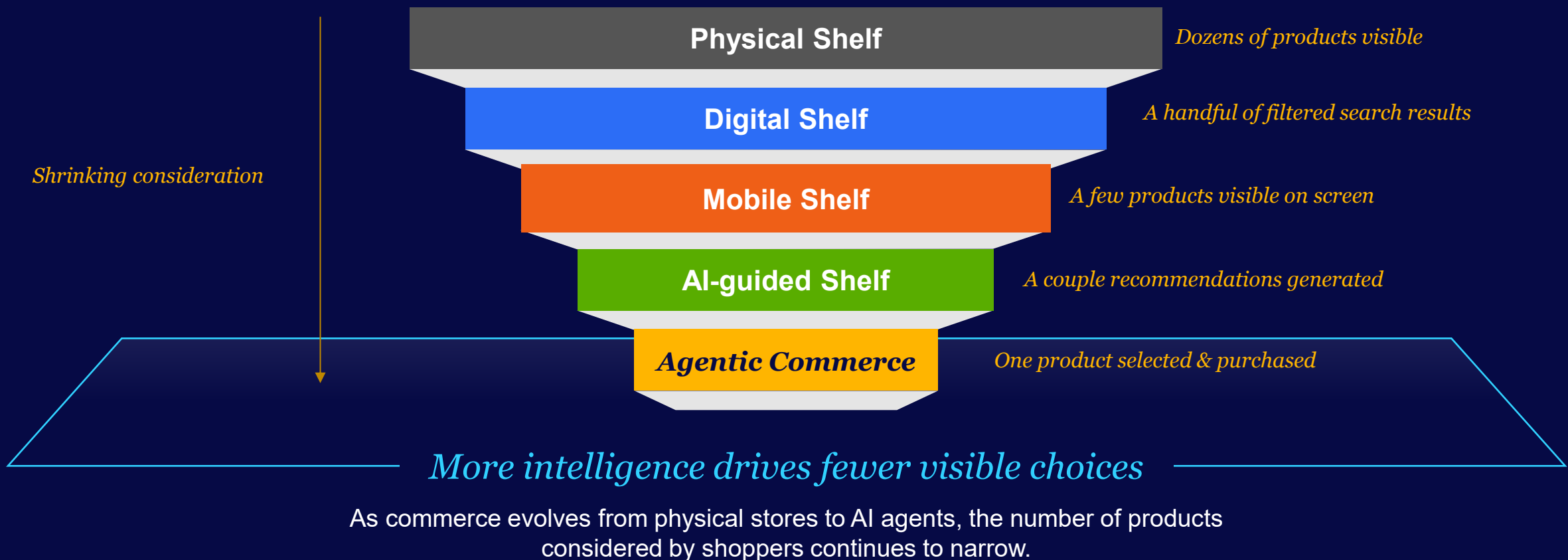
What shoppers experience may look the same, but the intelligence, signals and decisions powering interactions are fundamentally transformed.



The experience feels effortless to the shopper.

The new digital shelf

Products may win or lose consideration before consumers even see them



Source: NIQ Digital Shelf

 **30%**

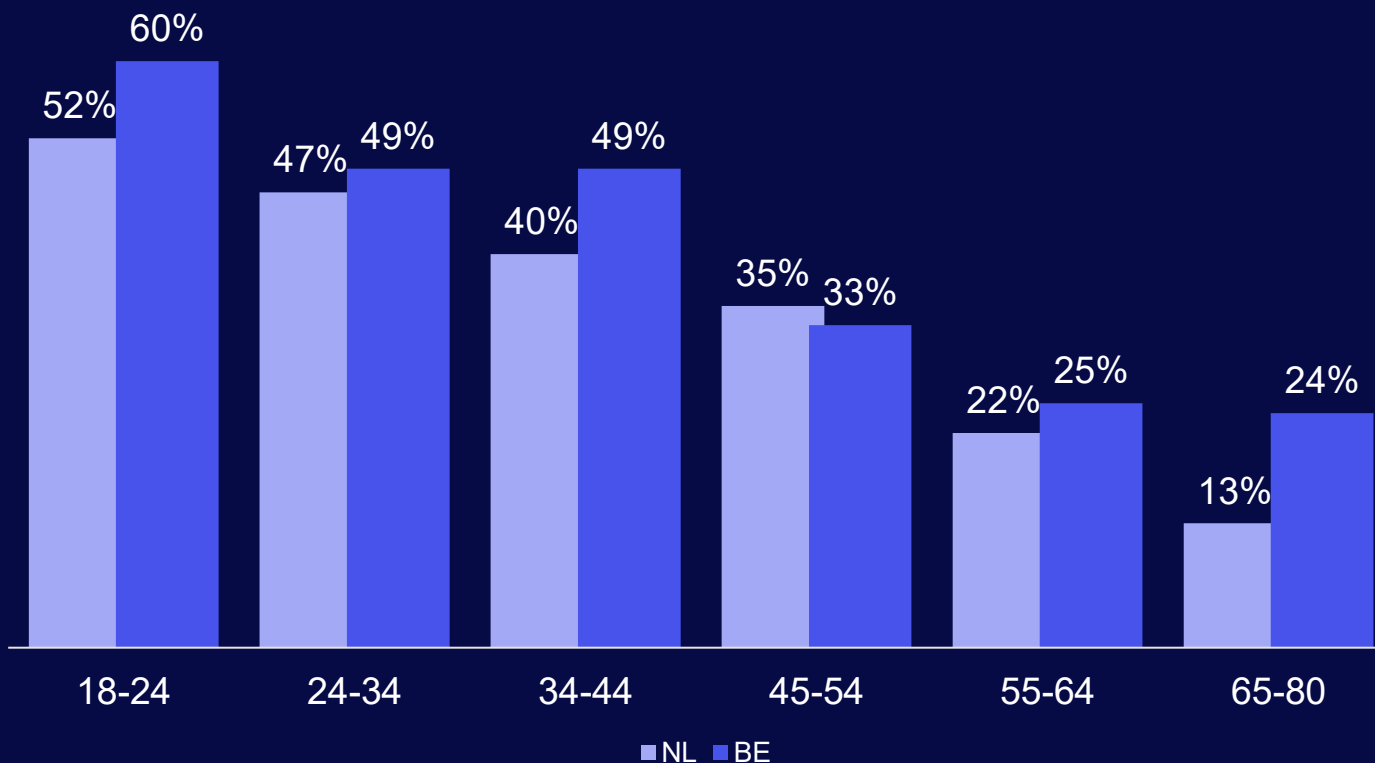
 **37%**

*of consumers used
generative AI tools
to look up
information during
a purchase decision
process*

NIQ

Insight Summit
2026

% Respondents
Having used generative AI tools



Source: NIQ survey on AI; Netherlands, n=25321 ; Belgium, n=497 ; Q2. Have you ever used generative AI tools (like ChatGPT, Copilot, Gemini, ...) to look up information during a purchase decision process?

AI as a Personal Shopper

28%

*of WEU consumers
would be comfortable
with a digital
shopping platform
making purchase
decisions for them*

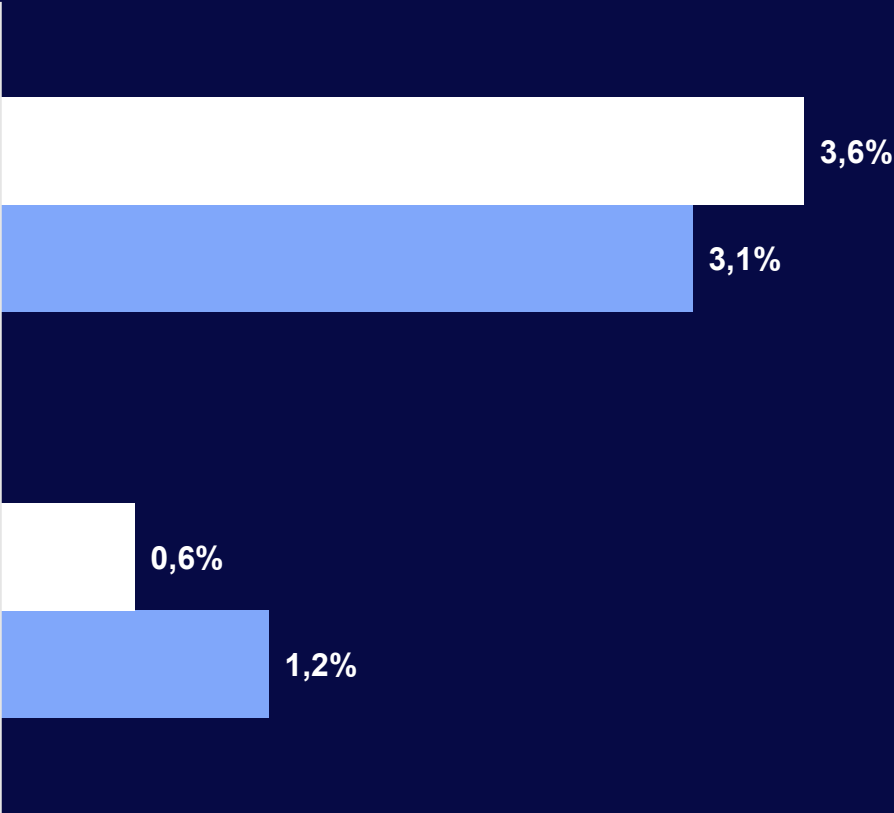


T&D sales continues to grow in 2026 & 2027

Our market experts forecast

Expected Sales Value Growth

BE / NL | 2026 - 2027



Source: NIQ Market Intelligence | Belgium & Netherlands | Panelmarket

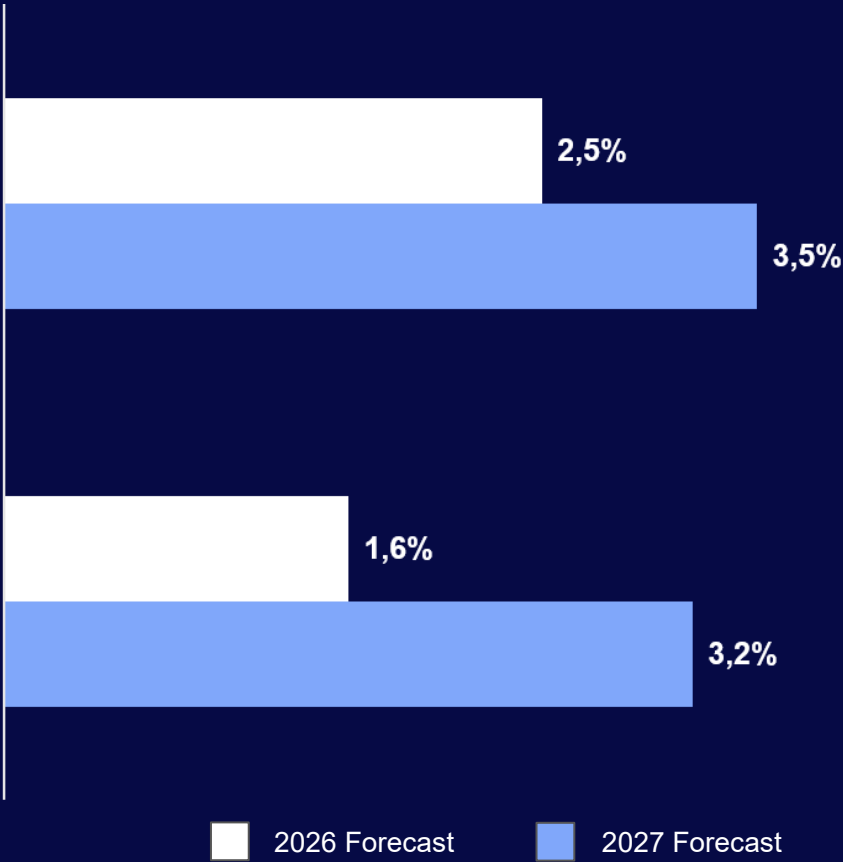
2026 Forecast 2027 Forecast

FMCG forecast shows different underlying drivers | Volume in 2026, inflation in 2027

Our market experts forecast

Expected Sales Value Growth

BE / NL | 2026 - 2027



Source: NIQ RMS Scantrack | Belgium & Netherlands | FMCG excl. Tobacco | Calculated expert opinion

Selective today. AI-guided tomorrow.

The winning formula for 2027: earn relevance, prove value and be recommendable wherever choice happens.

Four take-aways leaders should act on now

1

Growth is selective, not absent

Consumers still spend, but growth concentrates around immediate relevance: weather, convenience, health, indulgence and replacement needs.

2

The competitive order is shifting

Challengers, private label and Chinese T&D brands are taking growth from established players by responding faster to emerging needs.

3

Value must be earned, not assumed

Higher promotional pressure does not guarantee effectiveness. Clear outcomes, differentiation and availability matter more than discount alone.

4

Visibility is becoming availability

E-commerce keeps expanding and AI narrows consideration. Product data must make brands easy to find, understand and recommend.

LEADERSHIP IMPERATIVE Anticipate demand. Prioritize growth. Prove value. Optimize for AI discovery.

Thank you!

