



# Supermarkets in Belgium

March 2024

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## Supermarkets in Belgium - Category analysis

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#### 2023 DEVELOPMENTS

Slight growth for supermarkets in 2023

Delhaize restructures its supermarket network

Intermarché expands its geographical reach, following deal with Mestadagh group

#### PROSPECTS AND OPPORTUNITIES

Modest growth for supermarkets over the forecast period

Koninklijke Ahold Delhaize to win share in supermarkets

Development of food e-commerce will result in decline in outlet numbers

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