

Fairtrade in Belgium: figures



Overview figures Fairtrade in Belgium 2018-2022

Figures based on retail market share , own calculations based on data from Euromonitor and Nielsen

	2018	2019	2020	2021	2022
Consumer value (mio€)	169	221	207	260	312
FT premium (mio€)	2,707	3,616	3,400	3,461	4,038
Market share bananas	18,3%	28,2%	21,5%	20,1%	20,7%
Market share coffee	4,0%	4,8%	4,4%	4,1%	4,7%
Market share cocoa	4,6%	6,5%	8,5%	15,4%	20,3%