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# Foie Gras Market

Gaia - 2022

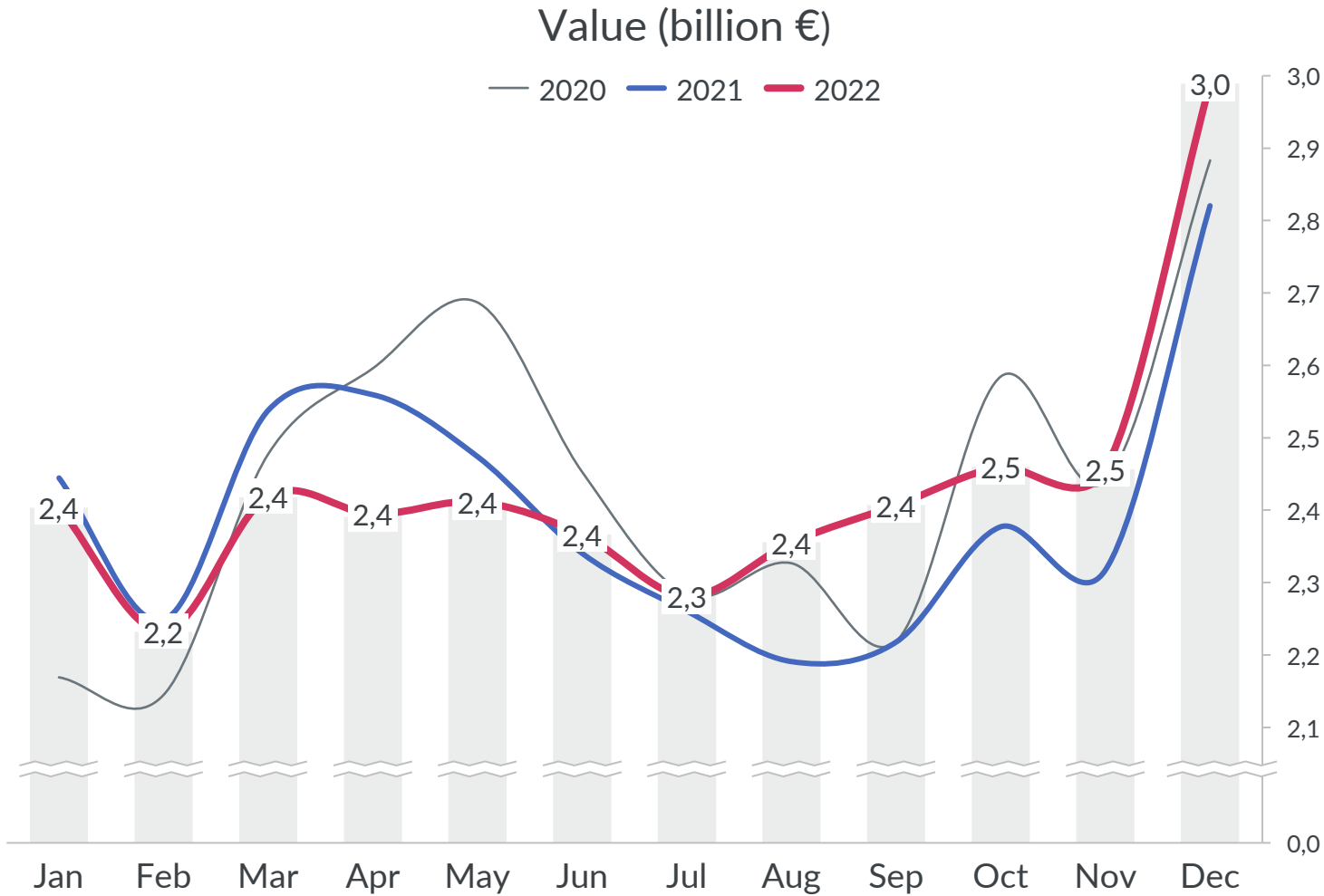
**Dimitri Leys & Jubeline Logghe**  
*GfK Belgium*



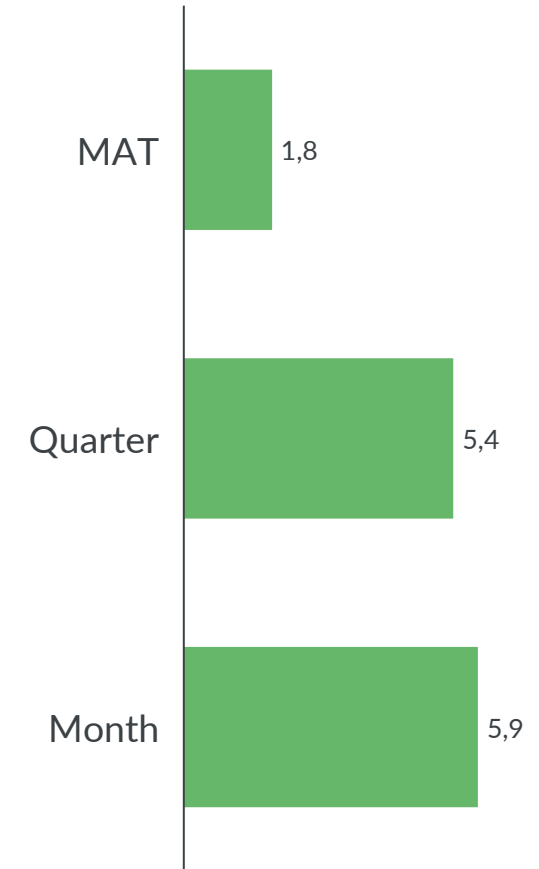
# Value - FMCG & Fresh Belgium - Year 2022



While in the first semester, the turnover of 2022 remained below the previous years, growth got generated strongly afterwards. Belgian households spent 5,9% more on FMCG than the year before.



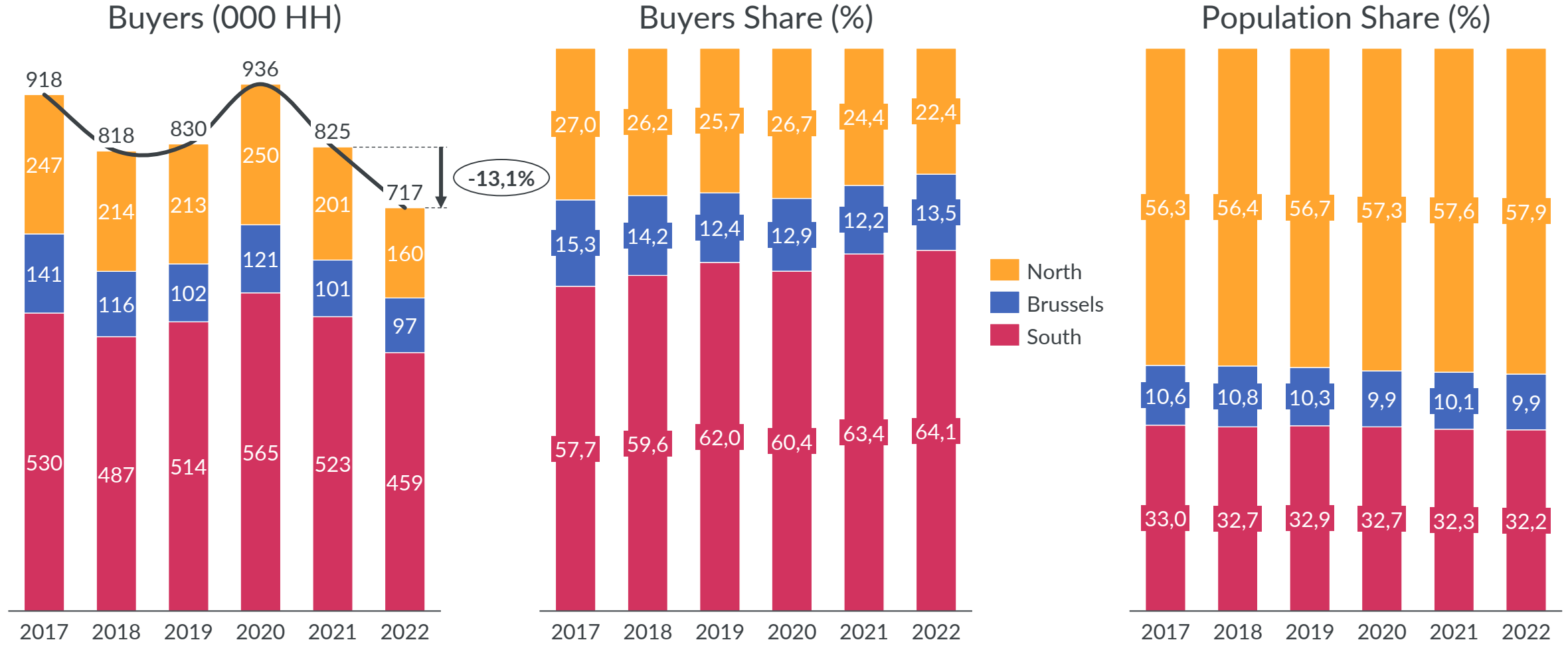
Value Growth vs. LY (%)  
Dec 2022



# Buyers Evolution – Foie Gras Belgium – Year 2022



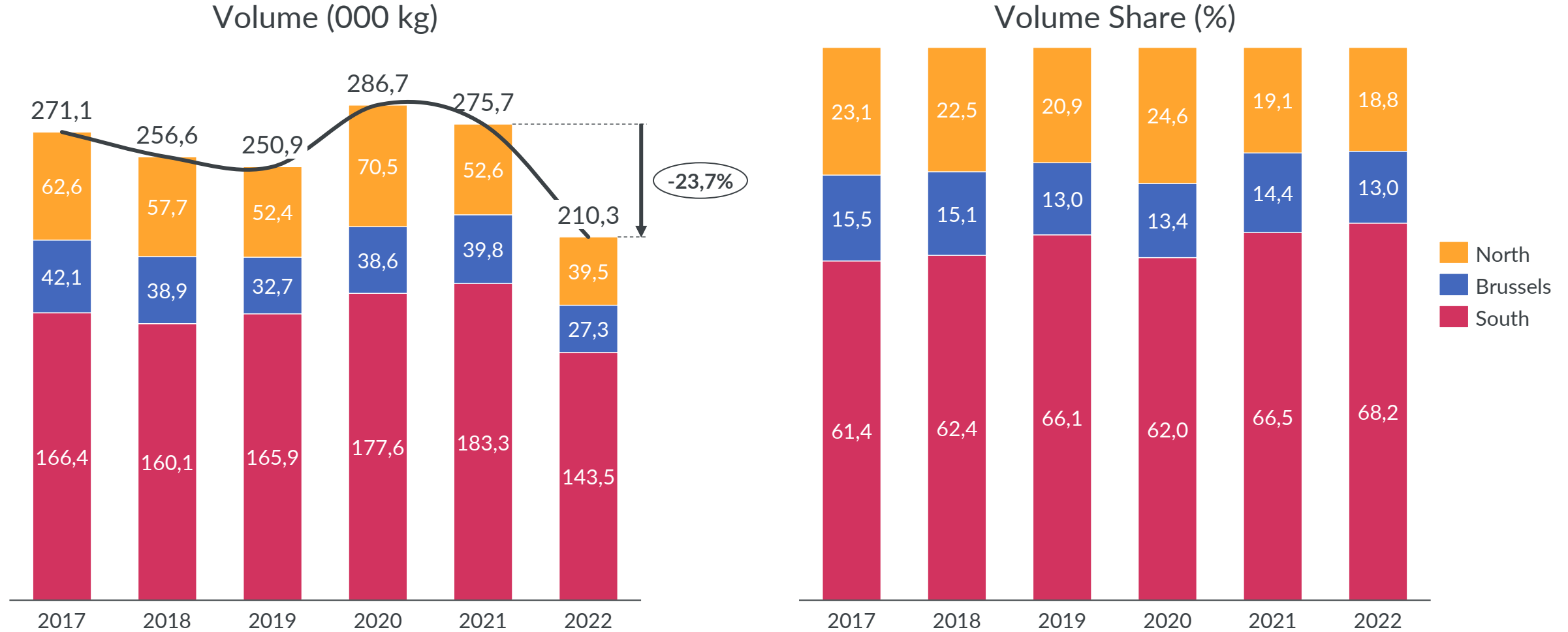
Less Belgian households purchase Foie Gras, a downward trend noticeable across all regions. Though, more pronounced in the North as its buyer share keeps decreasing significantly. The South carries on being the main consumer of Foie Gras.



# Volume Evolution – Foie Gras Belgium – Year 2022



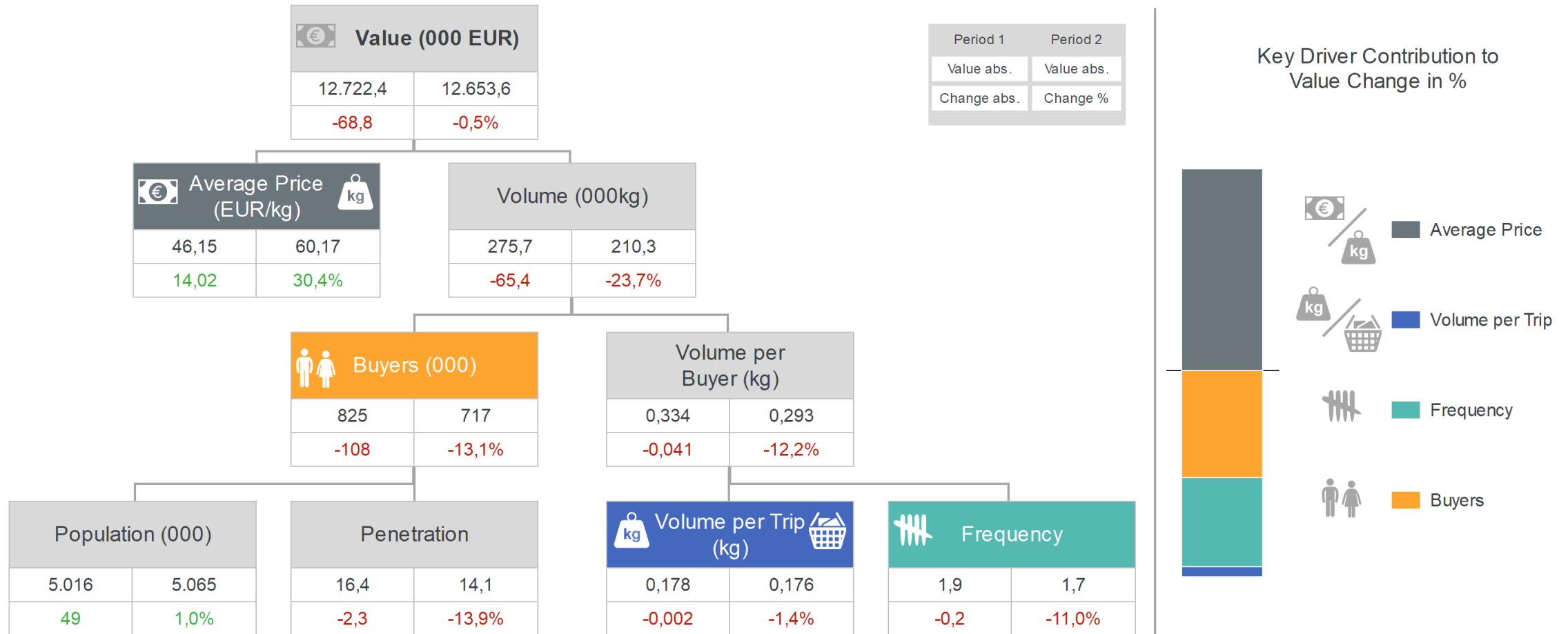
The consumed Foie Gras decreased substantially, reaching an all-time low. The decline occurred in all regions. The South dominates the consumption in Foie Gras as it reaches almost 70% in volume share.



# Total Population – Foie Gras Belgium – 2022 vs. 2021



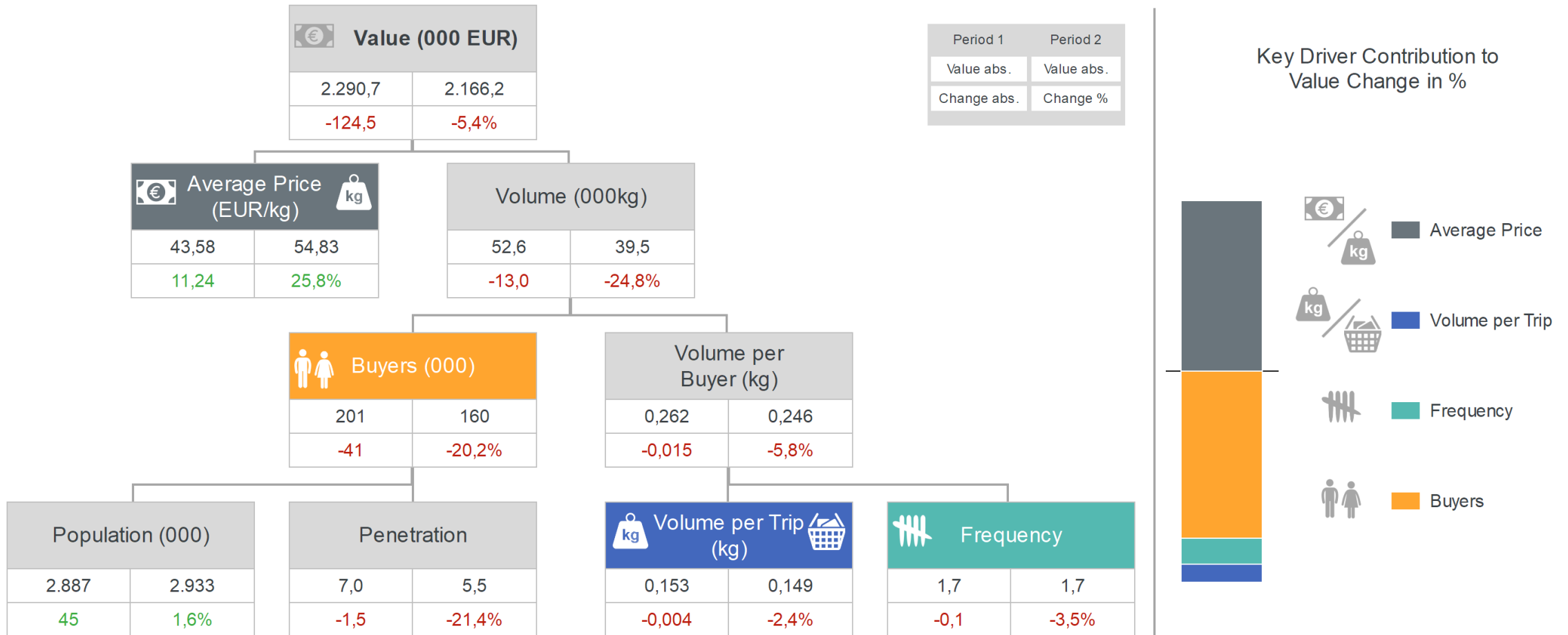
Despite the large volume decline, the Foie Gras market maintains its value due to the high price increase. Less Belgian households purchase Foie Gras and they purchase these products less regularly.



# North – Foie Gras Belgium – 2022 vs. 2021



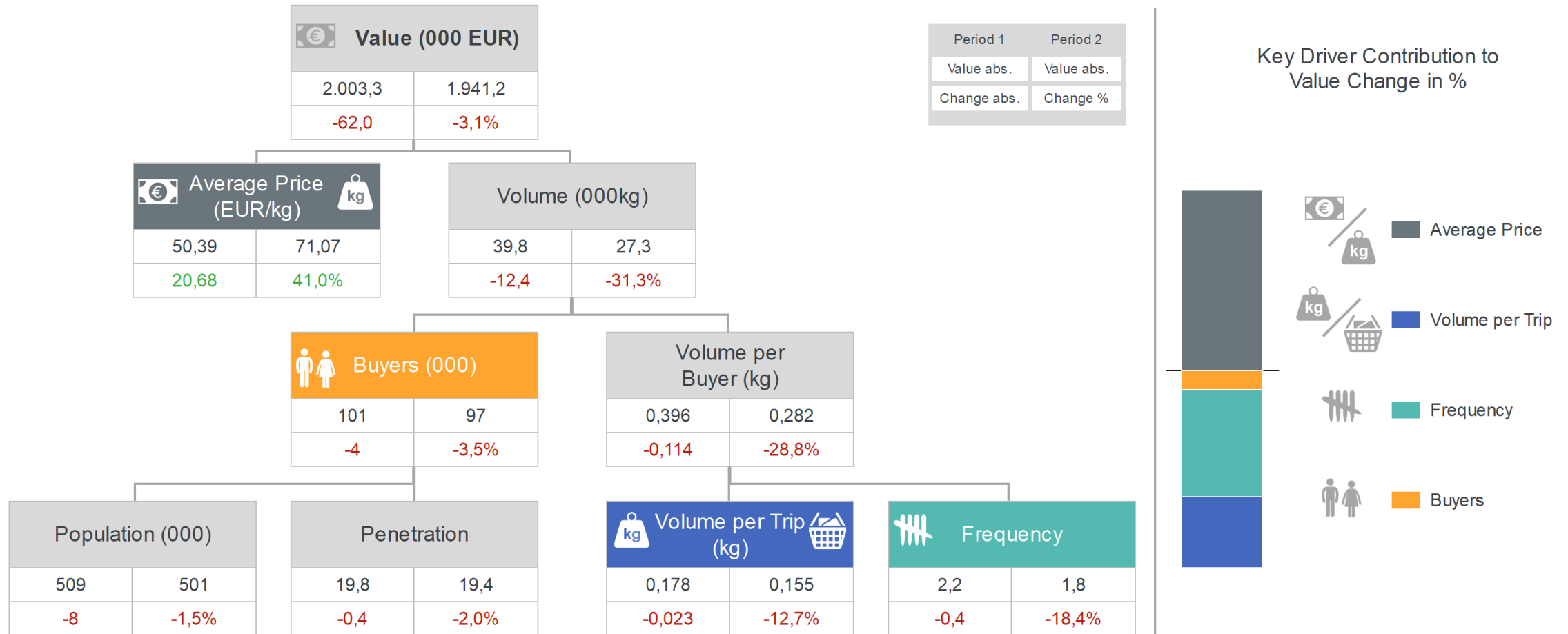
Despite the price surge, the North is still declining its spending in the Foie Gras market. Over a fifth of the buyers dropped out versus one year ago, directly driving a lower volume.



# Brussels – Foie Gras Belgium – 2022 vs. 2021



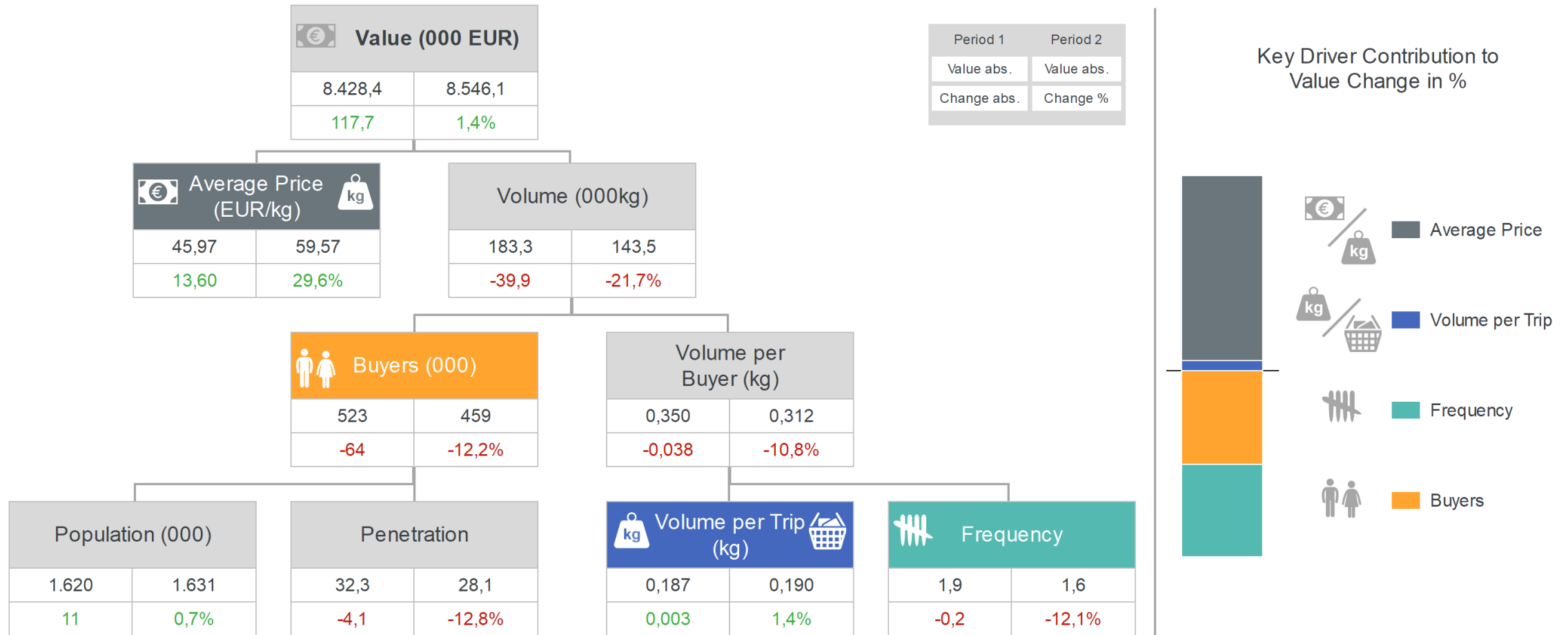
Also, Brussels was able to trim its expenditure in the Foie Gras Market. Each household bought substantially less Foie Gras through buying the products less frequently and in smaller volumes, which could be linked to the higher price. However unlike in the North, similar number of buyers were engaged in the market.



# South – Foie Gras Belgium – 2022 vs. 2021



The stable position of the Foie Gras turnover is caused by the South, the main consumer. The region bought lesser volume through a declining number of buying households and through less frequent purchases. Nevertheless, the lower amount purchased got offset by the higher average price to not result in a lower value.





# Memorandum GfK Consumer Panel

## Belgium



### Sample structure

- The household panel is designed as a stratified sample drawn from the population of private households in Belgium.
- The stratification considers the household criteria 'age of the reference person' and 'household size'.
- The structure of the sample is based on the principles of optimal allocation

### Data collection

- Panel members register their domestic purchase behavior regarding a defined range of FMCG products, regardless the outlet of purchase.
- Registration of purchase behavior is done via the MyScan® smartphone app or by means of an electronic device with an integrated barcode scanner.
- The registered data are transmitted to the research center using a wireless internet connection or the mobile telephone network respectively

### Weighting Procedure

- The resulting net reporting samples are weighted. The weighting procedure is based upon the design of the disproportional stratified sample characterized by:
  - Household size
  - Age of the reference person
  - District
  - Size of the municipality
  - Presence of children below 3 years old
- Data on the structure of the target population are updated annually based on information from Statbel, the Belgian statistical office.
- Moreover, the method of response weighting is applied to compensate for missing shop visits in the actual scanned purchase behavior. Improving trip coverage is based upon the combination of trip size and age of the reference person.

### Projection

- Data are levelled up from sample size to population size to become estimates for markets at a national scale. The development of the population size is taken into account to make these estimates.
- For every reporting period within a year the population size is fixed to the expected number of households within that year. Based on updated time series, we expect about 5.065.000 private households in Belgium by 31/12/2022.



**Thank you!**

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